

# INTRODUCTION

*WE HAVE OFTEN CONSIDERED RE-WRITING THIS MANUAL TO MAKE IT REFLECT CURRENT COMPUTER PROGRAMS AND CERTAIN REVISIONS OF TECHNIQUE. We have not done so for only ONE reason. This manual, as written, is responsible for developing more WINNERS than any other such work. Those, like Tom Brohamer, who so richly profited from its lessons, also found the material difficult to comprehend on first reading. They have told us not to change a word! They feel that the difficult lessons learned in this manual turned them into winners where the "easy-to-understand-recipe-book" type of manual has failed.*

You begin the reading of this manual having committed yourself to a contract with the author agreeing to follow the precepts presented herein until you are winning no less than an average of 63% of the races played betting two horses per race to win. We know that this is not a theoretical average because of the number of persons similarly committed who have attained and maintained it over a period of several years. Many of our computer-user clients are winning far in excess of 63%. None who have stayed with us are winning less. Place and show bets, along with three horse Exacta and Quinella averages range from excellent to spectacular. However, they require subjective judgements in the area of bankroll management so we cannot accurately project a universal percentage. Ironically, money management is far more difficult to teach and to master than handicapping proficiency.

Since it is true that the horse crossing the finish line first is deemed the winner of the race, it has long been assumed that the horse with the fastest final time should project as the winner everytime. The facts show conclusively that this is not so. Final time is determined by incremental time which is called pace. Pace is determined by a horse's behavior pattern both innate and environmental, as imposed by the trainer and to some extent by the jockey. In humans we call this "personality". In equines it is referred to as "running style". The degree of predictability of Pace is called "Class". The word has substantially the same meaning for horses as for humans. While final time is measurably influenced by what is known as the daily track variant, incremental pace time is not sufficiently affected to warrant the arduous task of making a daily variant. Further, any methodology that would impose the making of such a variant on its user is not fulfilling its promise since success becomes predicated on factors not contained within the methodology itself. While our methodology might produce BETTER results using a daily track variant, its criteria for a winning proficiency lies solely in your use of the material contained within these pages.

I was thrust into the field of Horse Race Handicapping with absolutely no previous experience or knowledge. My reasons were clinical and were prompted by the needs of patients in therapy. My only goal was to develop a procedure through which non-winners could become consistent winners. I did not have then, nor do I have now, any pet theories or subjective

concepts that I want to prove. I am interested only in results; which in Horse Race investing means winners. Most so-called "horse-players" have a store of axioms, maxims and "hossey sayings" that have been passed down through the years as truisms. The etiology of these superstitions can be traced to the era before the pari-mutuel machine and were originated by bookies who created the odds, took the bets, and made the pay-offs. To minimize the latter they infiltrated the bettor's store of knowledge with such sayings as, "If you bet two horses in a race to win you're betting against yourself." I still hear this almost daily at any track or legal betting parlor. In truth, there is nothing a bookie fears more than the player who PROPERLY bets two horses to win in a race. If you adamantly cling to any racing axiom that is fixed in your mind and not subject to change, ask yourself WHO benefits from its application. If it is not YOU and only YOU, consider discarding it and opening your mind. If you are not now a consistent winner both in proficiency and return on investment, the reason might be traced to what you think you DO know just as easily as to what you may NOT know. If you really WANT to lose, you can accomplish it through using this manual as well as you can without it. If you use SOME of what is contained herein with SOME of this and some of that, you can create a smorgasbord that may be tasty to you, but I will not be held responsible for the results. It is certainly your prerogative to use the manual for research or wrapping gargage. But if you want the promised result, you must use it as prescribed.

If you are accustomed to working "systems", you must understand at the outset that this is NOT a system but a methodology. A system is an exact procedure applied without deviation. A system works when all the necessary factors exist within the problem itself but fails when other elements are present. A methodology is designed to accommodate every variable that might arise within the structure of the problem and must be equally effective regardless of any factor that may be confronted. Systems always have a number of qualifying rules in order to limit the number of variables they have to deal with. Our methodology has only two qualifying rules:

1. NEVER TAKE A PACE LINE FROM A TRACK WHERE THE FORM VARIANT EXCEEDS THE "AVERAGE" AS DENOTED ON PAGES 60-62 OF THIS MANUAL. This does not mean that you cannot PLAY off-tracks; just do not use a race from an "off-track" to measure a horse's behavior pattern.
2. NEVER PLAY A RACE WHERE ANY OF THE CONTENDERS DO NOT HAVE A MEASURABLE PACE-LINE. This means most Maiden Races and certain races with foreign horses that have no U.S. record. If you wish to ignore this elimination rule, be prepared for a first time starter or a foreign horse to take your win money.

No methodology, particularly this one, is any better than the ability of the person using it. Your capacity to learn and understand is determined by your I.Q. There is nothing herein that requires any special intelligence.

However, your WILLINGNESS to learn and understand is determined by your personality and you alone must decide what course it will take. If you are a winner now, there is no reason to change your personality. If you are a non-winner and are ready to alter any personal prejudices and logic-tight compartments that may be standing in the way of your winning, then do so and ....read on.

A handwritten signature in cursive script, appearing to read "Howard G. Sartin".

HOWARD G. SARTIN, PhD  
BANNING, CALIFORNIA

January, 1983

# THE PSYCHOLOGY OF WINNING

by THE DOC

From time to time, every confirmed horseplayer is racked by doubts about what he is doing with his life. He is playing the toughest game in the world, one that demands a passionate, all-consuming dedication from anyone who seriously wants to be a winner. Even a winner will necessarily experience more frustrations than triumphs, and when the frustrations come in rapid succession he may wonder if the struggle is worth it.

As I drove to Liberty Bell Race Track on the morning of December 9, 1970, I was beset by more than the usual doubts about my obsession with betting. For months I had been suffering through an unbroken series of racetrack disasters - a worse losing streak than most horseplayers will ever endure. \*

So begins Andrew Beyer's 1975 best seller, Picking Winners. Throughout this book and Beyer's subsequent works there are many excellent passages on the psychology of winning from Beyer's subjective frame of reference applicable to "horseplayers," to GAMBLERS. Beyer is irrevocably dedicated to the theme that wagering on thoroughbreds is gambling. He uses the term gambling throughout all three of his books and has little use for the concepts held by a minority of us who insist that horse racing should be looked upon as an "investment." Indeed, his particular mental set would cause him to eschew horse racing entirely if he had to look upon it as

anything BUT a gamble. He tells the story, perhaps apocryphal, of getting a toy pin-ball machine as a child and experiencing an almost orgasmic elation when he lit up all the lights. From this experience came his primordial urge for "The Big Hit, the ultimate score," that climactic moment when all set-backs and frustrations are dissipated by the consummate skill of the lonely Knight brandishing his sword in triumph over a double digit mutuel.

In the above paragraphs from Beyer's book, we see two distinct sides of his nature: "He is playing the toughest game in the world, one that demands a passionate, all-consuming dedication from anyone who seriously wants to be a winner." enunciates the scholarly, objective reporter. It might well be a phrase from one of our own manuals. Then, "Even a winner will necessarily experience more frustrations than triumphs, and when the frustrations come in rapid succession he may wonder if the struggle is worth it." clearly manifests his own flirtation with the goddess of Thantos, the death wish. In the second Paragraph, his phrase, "My obsession with betting . . ." and the words that follow, tell us as much about the Beyer personality as could be learned by observing him in a year of Analysis.

Make no mistake about it, in the esoteric world of thoroughbred handicapping, Andrew Beyer is a great man, a monumental contributor. His obsessive-compulsive personality is the hallmark of greatness. From Alexander the Great to Roosevelt and Churchill, and beyond, all great men have possessed this quality. If it is inherent in your

\* Picking Winners by Andrew Beyer c1975



own nature, do not fight it. You will only be miserable if you do.

Play one horse to win only. Go for spot plays and prime bets; charge the mutuels and attack when you sense the Big Hit. The Sartin Methodology is NOT for you. We will not begrudge your exit. The up side of you up-down cycle will probably provide you with more ecstasy than any of the rest of us will ever experience.

For those who linger behind the legions of charging knights in armour, choosing to regard horse racing as a solid, non-cyclic, predictable investment opportunity relatively free from the anticipatory anxieties that are essential the the psyche of the obsessive-compulsive, we will, over the course of future issues of The Follow Up, offer regular columns on the cause and cure of the problems that beset the handicapper. Not the "horseplayer," not the gambler, but the HANDICAPPER.

Most of you can right now win enough races in each 20 race betting cycle to be a winner. Yet many of you who win races end up losing money. Overcoming this age-old phenomenon can be relatively easy, but it too requires the same "passionate, all-consuming dedication" illustrated by Beyer.

We picked Andy Beyer's work to exemplify an attitude because he is a renowned public figure, demonstratively immune to such "Psycho-biographies." I personally hold him in the highest esteem as a person, a journalist and (by his choice of words) a horseplayer. In fact, in a future issue I will offer an article that punctures the current myth that his "speed figures with projected daily variant" are no longer effective. A myth perpetrated, unwittingly, by

some very big names in handicapping literature and ironically subscribed to by Andy himself. It isn't so and we will prove it. Beyer is just as viable today as he was in 1975, with NO diminution of mutuel prices.

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FROM PALM BEACH POST 1/31/87

### Notes ...

✓ Andrew Beyer, turf writer for the *Washington Post* and professional horse player who authored *My \$50,000 Year at the Races* and *Picking Winners*, was at Hialeah last Saturday and practiced what he preaches. Beyer held the only winning ticket on the pic six, worth \$52,626.20.

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## GOING FULL TIME

BY JERRI KAY LINCOLN

I suppose y'all are out there wondering, as you're grinding away at your nine to five job, or on your long commute to and from work, just what it would be like to play the horses full time. Well, for starters, it's not as easy as it sounds. It gets really tiring out there, winning race after race after race.

Seriously though, I believe if one is interested in making a living playing the horses, one must approach it much like a nine to five job. At least, that's what works for me. I'm not saying you have to get there exactly at nine and leave exactly at five. I just mean that some structure is necessary in order to achieve success. Personally, I see it like owning my own business. I have all

# THE PSYCHOLOGY OF WINNING

BY HOWARD SARTIN, PHD

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Economic storm warnings are being broadcast more and more by clients whose affluence has been abruptly curtailed through job termination. Seven in the past five months. All of them held high paying positions as engineers, chemists, production supervisors, executives etc. in industries thought to be impervious to such economic shock. This may well be a forboding of things to come. Hence it behooves us to concentrate even more on those psychological barriers that prevent many clients who can win races from winning money with sufficient regularity and in large enough amounts to make them financially independent.

I think that Huey Mahl's article in this issue demonstrates that it can be done and HOW to do it, providing one's psychological protocol is in order. But it matters not that it can be done if some inner demon grabs you in your hour of need and prevents you from the actual doing. Isolating the source of this demon and banishing it is the proper function of psychotherapy to which this column is dedicated.

The demon's name, when full blown and flourishing, is Anxiety. Anxiety translates to fear. It begins when we are ripped from the warmth and total security of the womb and placed in an unfamiliar and essentially hostile environment. All of our organs have built-in defense mechanisms that respond adequately to this hostility. All except the brain, which, functioning as mind, requires conditioning in order to adjust to a given circumstance. Otherwise it manifests sheer animalistic reactions, such as

crying out in rage, the flailing of limbs and other uncontrolled motor responses.

These can be observed at any racetrack by standing at the finish line and watching losers shaking their fists and screaming obscenities at jockeys who fail to win. Even with conditioning, these atavistic responses will dominate when the perception of fear is sufficient. Witness the infantryman who was at the top of his company in basic training, freezing immobile at the outset of battle. The boxer who forgets his strategy when the bell rings, the baseball player who chokes with men on base or, perhaps most common, the glib executive who gets an attack of stage fright when asked to make a speech before a large gathering.

The ancient Greeks said it, as did the Bible and Shakespeare: "That which we fear the most shall surely befall us." Anxiety is by no means always a negative quality. Without it we would all perish soon after birth. It keeps us from walking off cliffs and running in front of trucks. However, when our childhood adaptive processes are distorted by contaminated messages from our parent figures, the same anxieties, escalated to obsessive levels, can CAUSE us walk in front of trucks and jump from cliffs. This is called hamartic behavior, finalized by tragedy or suicide. Four of the most common symptoms of hamartic scripting are: chronic reckless driving, alcoholism, repetitive marital problems and GAMBLING. Change alcoholism to addiction and narcotics abuse is also included.



Flirting with danger is another side of the same coin. While the suicidal personality fears death and conspires to get it over with to alleviate the fear, the flirter-with-danger takes up arms against the demon, courts it, sometimes for decades, and eventually succumbs, not with a whimper, but with defiance.

Since gambling is one of the most common forms of hamartic scripting, it follows that the gambler is, in fact, adapting to fear by courting loss. Losing Gambler, LG in our lexicon, can effect his or her destiny with overt suicide: put it all on one turn of the wheel; or court the goddess of luck for long periods of time even as the flirter-with-danger does. The end result is the same because losing is essential before the curtain can come down on this tragedy.

But let's re-examine some of the symptoms of hamartica to see what happens when we apply a rational definition to the loaded phrases of: reckless driving, alcoholism, marital incompatibility and gambling. Change reckless to "skilled." A highly skilled driver can drive faster than the posted limits, yet maneuver in such a way that no threat to self or others is imposed. Alcohol can be consumed, even to toxic levels, without tragic implications. Marital problems are a natural biproduct of any sexually oriented interpersonal relationship, but are resolved by tempering child desire with adult reasoning. This is a skill.

As for gambling, take away the injunctions that endow it with overtones of taboo, evil and social stigma and it can become the application of an acquired skill in which money is an essential

property. The primary injunction, almost universally perceived, is: "gambling is evil-bad-immoral." Humans tend to disregard primary messages, but respond emotionally to secondary messages. In this case: "all gamblers LOSE!" So to satisfy parental attributions, we lose.

It is the rarest of individuals who does not respond to either the primary or secondary message, because these injunctions are life-long adaptations to innate anxiety. Thus, if one is to exorcise the demon of anxiety from gambling, the term itself must be redefined; not just by a word, but through subconscious reparenting. New injunctions must be as firmly implanted as the old. The new injunction is: "What you are doing has an implied risk factor that can demonstrably be overcome by the application of acquired skills which, when energized through adult processing, produces a resultant profit that exceeds the risk factor."

The safest vehicle for this format is a low interest savings account insured by the feds. But there is NO skill factor, no sense of achievement. The second safest is investing in short-term, high-yield parimutuel funds. i.e. thoroughbred racing. A great deal of skill is required, yes. But once possessed those skills can never be dulled save by diminished faculties or BY FEAR.

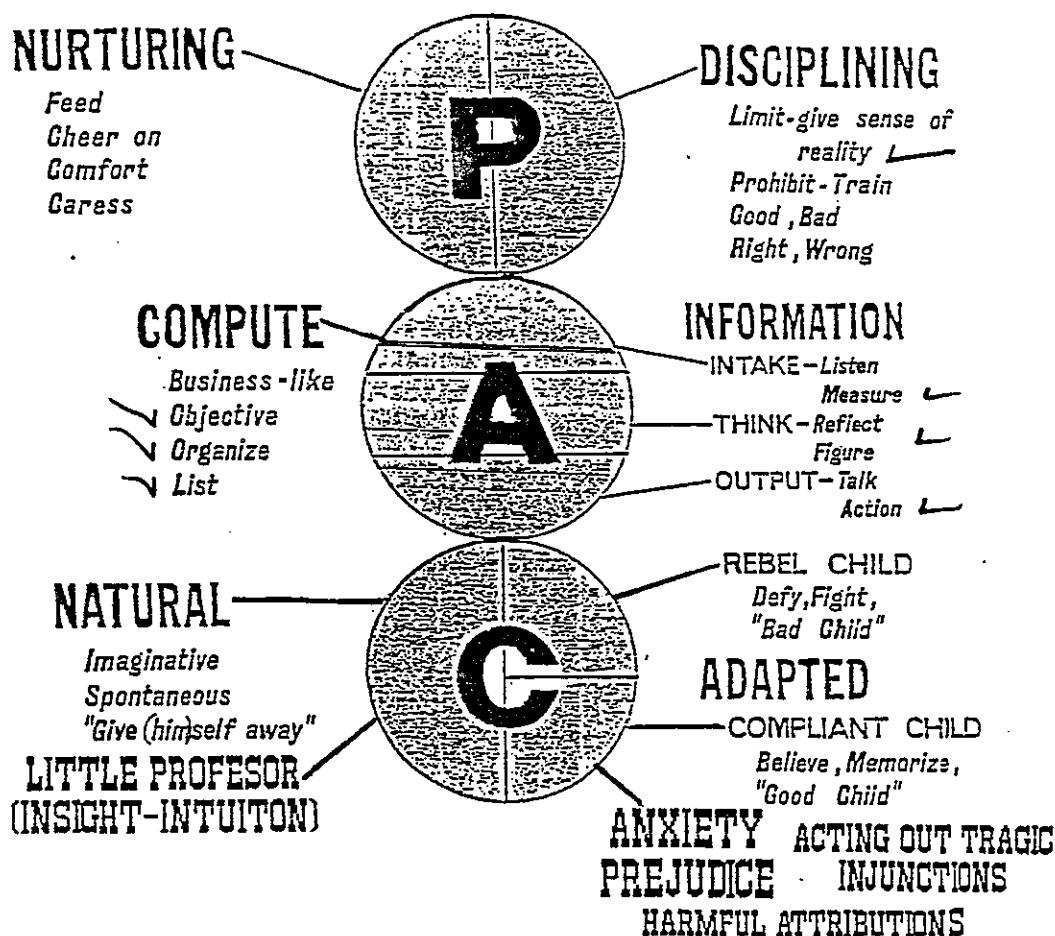
If the fear still exists, then the reparenting process was incomplete or unsuccessful.

Next time: Reparenting: the cleansing of contamination.

## THE PSYCHOLOGY OF WINNING

Take stock of yourself. In which of these EGO STATES do you handicap? If it's not ADULT and Little Professor, you're wasting your time. Now, in which EGO STATE do you make the interpretation that lead to final decisions? If you wander into ADAPTED CHILD, you'll be a loser. From what EGO STATE should your wagers be made? ADULT, tempered by disciplining parent. This combination is essential if you are to apply Huey Mahl's P.I.P.

### EGO STATES PARENT-ADULT-CHILD



"Each person has the ability to reason.  
Each person has experienced childhood.  
Each person has had someone *en loco parentis*."

ERIC BERNE, M.D.

"The Natural Child is placed on the same side as the Nurturing Parent because it flourishes under nurturing care. Disciplining Parent is on the same side as Adapted Child. Compliant is placed below rebel to show that compliance is the first adaptation and rebellion arises later."

F.R. ERNST JR., M.D.

ARE YOU READING THIS IN ADULT?

# THE PSYCHOLOGY OF WINNING

HOWARD G. SARTIN, PHD

As promised in the last issue, our subject this time is REPARMENTING. This is one of the most successful therapeutic techniques known for cleansing the psyche of negative injunctions and destructive attributions. Since we use these two terms frequently, let's define them. Injunction: a prohibition, a negative command (from a parent). Attribution: an instruction that tells a child "what to do" in order to remain in (a parent's) favor.

Obviously, all injunctions are not bad. Some are essential to living. Don't run in front of cars or stick your fingers in the fan, for example. Most injunctions, or "don't" commands, however, are made in order to project parent warps and prejudices. With best intentions, parent figures from the beginning of time have been inclined to use their children as extensions of their own egos.

Expressions such as: "just like his old man," "chip off the old block," "beautiful like your momma" (beautiful but dumb?), "children should be seen not heard" etc. are attributions. From them are formed life scripts; i.e. "here's how you should be in order to get parental strokes; love, units of recognition." From injunctions and attributions, deep seated attitudes are formed.

Most important in our endeavors at the races are the one's that enjoin us to refrain from gambling. Gambling, in turn, is associated with evil itself; like promiscuous sex, permissive behavior, drinking, cursing, taking dope, being a wastrel. The injunction "don't gamble" is thus inclusive of all evil. The secondary message is: "all gamblers lose," which is compatible with "suffer and end up in hell."

Injunctions are usually fortified with a moral connotation, calling upon the Supreme Parent, God, to re-enforce the earth parent injunction with holy writ. Reparenting is the process of wiping clean the slate on which these old injunctions are written and inscribing a new, rational, healthy set of DO's instead of the old DON'Ts.

The problem with most reparenting type procedures is that is that instead of wiping the slate clean, they merely superimpose new values, leaving the old ones firmly embedded in the subconscious, ready to spring forth alive and well in times of crisis. This is called intellectual reparenting and is usually a total loss. Counseling and advice giving would fall into this useless category. The term for what happens is PALIMPSEST. The term comes from the old procedure for reusing old parchment by affixing a new veneer and writing over the old message. When the parchment is scraped, however, the original message remains intact. As an example of what true reparenting IS NOT, I cite the following letter:

Dear Dr. Sartin:

I am a retired professor of psychology, and former psychotherapist. During the 60's I spent six years in Las Vegas as director of a counseling center for the local churches. The problem of how to help compulsive gamblers was certainly a difficult one, and I think your idea is brilliant.

Unfortunately, during that time I also became fascinated with the subject of handicapping, and that was the beginning of many years of losing money, so hopefully you will accept me as a client.

Sincerely yours,

*Leonard Magruder*

Leonard Magruder  
former Asst. Professor of Psy.  
Suffolk County Community College  
Selden, New York

The good doctor was trying to work with these alleged "compulsives" within the structured framework of the local churches. Even with good intent, pastoral counseling is highly restricted in its effectiveness because "church" represents moral authority, an even greater source of "Don't" than the parent. Church is an instrument of the Super God, whom the infant perceives as the source of parental injunctions. It suffers from the implication that when divine law is adjudicated by man, it ceases immediately to be divine. The quality of all injunctions and attributions is that they are arbitrarily (God is arbitrary) and not logically imposed. While Dr. Magruder may feel that my idea of "curing" losing through winning is brilliant, there would be no possible way he could institute "Win Therapy" through the structure of a church group. Even the Catholic Church, with bingo in the Parish hall, draws the line here.

I would suspect that even the Rev. Bert Mayne would find the task prohibitive. Note Magruder's use of the term "compulsive" in relation to gamblers. This is a nasty little word that strikes fear into most people, even though it is misused and seldom understood by those using it. It has the connotation of disease. Inadvertantly (perhaps) the church people tacked the phrase onto the term gambling in order to achieve just that effect. And in so doing, destroyed any chance at all they may have had to accomplish something worthwhile.

I once had a patient who offered to go into therapy providing that I promised never to discuss her mother, religion or politics. I agreed. Within three sessions, she was berating her parents, cursing the church and assailing her parent's political party for causing all of her economic woes. She did not want me to bring up those subjects because deep down she knew they were the source of her neurosis. With the free-association of ideas and emotions encouraged through therapy, these subjects soon erupted through natural evolution.

While all of us resist the thought of rejecting any aspect of our mother, it is necessary to at least re-define that area of her influence that has caused an impasse or structural conflict between that part of us that is a reasoning adult and the contaminated part that denies us autonomy.

In every culture and religion, Mother is symbolic of purity, morality, loyalty and hence GOOD. Jews and Christians are not alone in

this. Middle and Far Eastern religions and cultures have comparable symbolism. In the fiercest of war-like tribes, mothers tended the fires and the babies while the males made genocide. Mother is always the one left to rationalize to the infant the giant chasm between moral code and actual behavior.

It is no less true in our space age, high tech society. Daddy may be out plundering corporations and sending hundreds to the unemployment lines, but Mom is instructing his offspring in virtue. In serving as this buffer, she must employ the most often used tool for the purpose: sheer hypocrisy. "Mother sees only good" is the perception. The reality is that Mother sees the bad quite clearly, but following the injunctions of her own and a long line of parents before her, she "shields" the blossoming infant from reality. She uses hypocritical aphorisms, platitudes and old wives tales, which in themselves are thinly disguised expressions of resentment against a parent imposed (this time Father) ugly reality.

Thus, most maternal injunctions and attributions are designed to keep the child from being what Daddy really is. Don't drink, don't gamble, don't play around with loose women are injunctions that carry with them the fear that Daddy is doing just that. "Or you'll go to hell" is her expression of a secret wish that just such an end will befall the male parent symbol.

The bottom line is that virtually all of us were badly conned by our parents, who were conned by theirs, ad nauseum. The trick is to accept the fact that mother was a con artist, and so was dad, without hating them and then taking another guilt trip for feeling the hate. Guilt is the great umbilical cord that keeps us symbiotically linked with negative parental injunctions and attributions. Jews realize it more than most and joke about it. Catholics can confess and have it absolved weekly, but it comes back. Born again Christians wallow in it and try to drown it in evangelical fervor. Guilt is like the weather, everyone has it and talks about it, but seldom does anything about it.

Guilt seldom is apparent in the handicapping process itself. This is why a number of our clients love the challenge of handicapping but never go to the track. Guilt is often submerged when we bet, taking the shape of apprehension as we move to the betting window. Even then, for many, it is buried in the excitement. When we lose, though, it usually rears its ugly head. Many can keep it under control by betting minuscule amounts, which in effect is like not betting at all. Others take the plunge only to have guilt grab them in the dark of the night when sleep won't come. Guilt is going home to the wife (mother) and saying "that's it, I'll never go to the track again."

Guilt arises proportionate to the degree of "sin" implied by the endeavor. Hence, losing in the stock, commodity or real estate markets is just bad luck, since these are socially (Mother) approved ventures. Fear and guilt are handmaidens; parent-conjured lorelei that lead us to the reefs of destruction. In this article, we have tried to identify them. Next time: destroying them and replacing them with a healthy counterpart.



# THE PSYCHOLOGY OF WINNING

BY HOWARD SARTIN, PHD

In the early 1970's, Jacqui E. Schiff and a group of social psychiatrists ventured into the field of curing psychosis, particularly schizophrenia, with a dynamic new approach they called REPARENTING. It involves abreaction and deep regression, aided by hypnogogic techniques when necessary. They discovered that psychotic behavior (at least that which was functionally rooted; not genetic, orthomolecular or physically imposed etiology) was caused by the patient's specific reaction to contaminated messages from en loco parentis. By using Latin, and specifying "patient reaction," parents in general, and mothers in particular, are absolved from direct guilt in the matter.

The purpose of deep regression is to take the subject back to that stage in infancy when contamination began, erase the ogre messages and replace them with "reality based" messages accompanied with nurturing and recognition. Once achieved, the subject becomes autonomous and non adaptive.

Most people do NOT respond psychotically to contaminated parental messages. Those who CATHECT to the ego state fashioned by early contamination under varying degrees of stress and anxiety are diagnosed as "adaptive child." Since we all cathect to a variety of ego states under even the most normal situations, a definition of the term is in order for all who want to be winners in our chosen field.

In essence, Cathexis is what we do when we focus our psychic energy on, and function from, one of the three basic Ego States that characterize our behavior. These three states are PARENT, ADULT and CHILD, and we have already discussed them at length. A normal person is able, within socially acceptable parameters, to cathect to the appropriate ego state, or at least its facade, at will. The psychotic cannot.

So fundamental in functional psychotic behavior is cathexis to a state governed by contaminated messages. Contamination begins in early infancy and results from the child's process of adaptation to life-essential needs for parental recognition (love, nurturing, acceptance) and symbiosis long after the umbilical cord has been severed.

## symbiosis

a merging or sharing of mutual needs by the mother and child, which insures infant survival during the oral stage of development; a normal condition in the normal development of a child. Pathology is likely to result from disturbances in the symbiotic relationship in the differentiation of the Child from the mother.

# CATHEXIS !

cathect, cathectize (kà-thekt', kà-thek'ti-siz), *v.* [*<Gr. kathektós, held back, checked; see cathexis.*] To charge with, to infuse with psychic energy. Ideas and impulses are charged with energy, particularly those ideas that are significant to the feeling life of an individual. Thus, the concept love or hate is said to be cathected. Speaking of phantasy-formation, Freud says: 'They draw near to consciousness and remain undisturbed so long as they do not become strongly cathected. . . .' (Freud, S. *The Basic Writings of Sigmund Freud*, tr. by Brill, A.A. Random House, Inc., New York, 1938)

cathexis (kà-thek'sis), *n.* [*<Gr. káthexis, retention <katéchein, to hold, to check, control.*] Concentration of psychic energy upon a given object. Jones defines it as 'charge of energy; investment (of an idea) with feeling and significance.' It is believed, for instance, that 'anxiety arises in relation to over-development of a libidinal cathexis.' (Jones, E. *Papers on Psycho-Analysis* (4th ed.). William Wood & Company, Baltimore, 1938.) From the standpoint of instinctual qualities the charge of energy may be either libidinal or sadistic. 'Here the sadistic phase sets in late, and so neither the oral nor the clitoris stage receives any strong sadistic cathexis.' (ibid)

From the standpoint of general location of cathexis psycho-analysts refer to (1) ego-cathexis; when the psychic energy is attached to the conscious division of the ego. Hence, the expressions ego-libido or narcissism arise. Some use the term *self-libido* or *auto-libido* in contradistinction to *object-libido*. (2) Phantasy-cathexis; when psychic energy is attached to wish-formations or phantasies or to their original sources in the unconscious, the expression phantasy-cathexis is used. Both ego-cathexis and phantasy-cathexis are associated with primary narcissism. (3) Object-cathexis; the expression is employed to refer to psychic energy that is attached to some object outside of the individual himself or to its representation in the mind of the individual. Object-cathexis is less stable or fixed than the other forms, because it is associated with manifestations of secondary narcissism, which, in turn, are less durable than those of the primary kind.

When there is an over-charge of psychic energy in an object, the term *hypercathexis* is used; when an under-charge *hypocathexis*.

It appears that the term *mental tension* is synonymous with *cathexis*.

Other words are often prefixed to the term *cathexis*: (1) to signify the quality of the charge—adjectives, as in affective-cathexis, libidinal-cathexis, erotic-cathexis, instinctual cathexis;—nouns, as in word-cathexis, thought-cathexis, thing cathexis, or: (2) to express the degree of cathexis, as in hypercathexis, hypocathexis, acathexis.

Contaminated messages are, by definition, distortion of reality expressed with highly emotional conviction but with no logical base. They are also absolutist and contain no shades of gray. Hence, they are prejudicial and reflect similar contamination of the part of the bearer of the message. They are part of the script pattern often found in genetic strains, giving root to the hypothesis that "insanity" runs in certain families.

Literature through the ages and television today is full of stories of psychotic characters from rich and powerful dynasties who function quite capably within the social structure of their own familial or royal frame of reference. In their limited lifespan, insanity is the norm. Only when they try functioning in a reality based environment does their deviation from the mass norm come into focus. In short, if the environment can be controlled, functional insanity is relative.

Kings, emperors, conquerors and a number of American Presidents were able to control their environment without sufficient challenge for their innate psychosis to be discovered except by certain psychobiographers. Viewed from this perspective, it is not difficult for us to understand why, in mental hospitals, we find a bevy of Alexander the Greats, Jesus Christs and, of course, Napoleons. If the real world will not support the psychotic's contaminated view of his/her reality, psychosis becomes the perfect alternative.

Most people who are completely insane are extremely happy. It is the borderline cases who have not yet completely abandoned all reality and those in the depressed stage of Manic-Depressive psychosis who are miserable. Modern institutional psychiatry, in its infinite wisdom and ineptness, feeds all its inmates with dosages of thorazine, massive enough to fell an elephant, so that the distinction between complete and treatable insanity becomes more and more negligible.

How does all this apply to the client seeking to profit consistently through parimutuel fund investing? We too are victims of contaminated messages. The most prominent of which is "Gambling is Evil," with its second level instruction; "All Gamblers Lose."

Those of you who have been with us, even for as short a time as six weeks, and are still losing, are unwitting victims of this contamination. Of course, you protest: "No, it's because the Methodology is too HARD to learn and comprehend." In truth, you are refusing to relinquish your tried and true process of adaptation to the need for symbolic units of en loco parentis love and recognition, perceived as APPROVAL, that comes only when you LOSE.

By saying that something is too hard to learn, you are merely putting up strong RESISTANCE to the possibility that in learning, your adaptive umbilical cord might be cut. Full comprehension of the meaning of resistance is essential if one is to become a winner. It should have been explored in the first pages of the basic manuals.

**resistance** (rē-zis'tans), *n.* [*<F. resistance <L. resistentia <L. resistens, -ntis, pres.p. of resistere, resist, oppose <re- back + sistere, to place; to stand.*] From the psychoanalytic point of view *resistance* is 'the instinctive opposition displayed towards any attempt to lay bare the unconscious; a manifestation of the repressing forces.' (Jones, E. *Papers on Psycho-Analysis* (4th ed.). William Wood & Company, Baltimore, 1938)

'As you are aware, the whole of psychoanalytic theory is in fact built up on the perception of the resistance exerted by the patient when we try to make him conscious of his unconscious.' (Freud, S. *New Introductory Lectures on Psycho-Analysis*, tr. by Sprott, W.J.H.: W.W.Norton & Company, Inc., New York, 1933). Freud says that it is 'ambiguous and useless' to believe that resistance originates in the unconscious: resistance cannot operate from the repressed material, because 'to the repressed we must rather ascribe a strong upward-driving force, an impulsion to get through to consciousness.'

The resistance can only be a manifestation of the ego, which carried through the repression at one time or other and is now endeavoring to keep it up.' (ibid). By *ego* Freud means the ego and super-ego, each of which is partly conscious, partly unconscious. Indeed, '... the ego (including the super-ego) does not by any means completely coincide with the conscious, nor the repressed with the unconscious.' (ibid)

'From the individual psychologist the patient learns, for the first time in his life, to know himself and to control his overtense instincts. To accomplish this it is necessary to do away with resistance against the physician.' (Adler, A. *The Practice and Theory of Individual Psychology*, tr. by Radin, P.: Kegan Paul, Trench, Trubner & Company, London, 1924)

By understanding the nature of the meaning of Resistance, you can easily see how saying it's "too difficult" protects you from any intrusion into your unconscious and the barriers it imposes against success in our endeavor. You may genuinely feel that the language, content and context of the Methodology is difficult despite the reality of other people's success, even if you feel that their I.Q. is lower than yours. What you have constructed are MENTAL BLOCKS, designed to protect your emotional umbilical cord. The more you find yourself protesting that your failure is due to the difficulty of the Methodology or your "dumbness," the more this column is meant for you.

A form of Jacqui Schiff's Reparenting is in order. Virtually every client we have worked with over the past eleven years has frankly admitted to receiving strong and provocative "gambling is evil, all gamblers lose" messages. Many cannot isolate the time and place of their precise origin, but all acknowledge their receipt. Deep regression and abreaction are overly drastic for most of our clients, so modification is in order.

We prescribe a process of Self-Reparenting, in which you should retire to a quiet place, undisturbed, and analyze a set of simple questions:

- 1) Who told me gambling is evil?
- 2) Who told me all gamblers lose?

Mother, Dad, aunt, uncle, teacher, preacher???

ISOLATE THE SOURCE!

Now, evaluate that source's authority and TRUE ABILITY to make a statement that could have such traumatic and lasting effect. Were they students of probability with mass informational data exploring the full spectrum of gambling events and their relative profit potential? Or were they well meaning en loco parentis who were trying to keep you on a straight and narrow path as described to them by a previous generation of well meaning but non professionals in the gambling field?

Was your parents love for you so limited that you can only retain it by adapting to their misconceptions and prejudices? Examine the many manifestations of that love, as well as those you have perpetuated through the love you have given to your own progeny. In short: what was actually Said? What was truly Meant? And if you are misconstruing it, WHY?

DO YOU REALLY WANT TO WIN?

Or do you truly enjoy losing?

As you undoubtedly know, there are many people whose pathological adaptation to contaminated messages precludes even the concept of winning and who actually get a distinct pleasure and emotional release from losing. If you are one of these, the kind of educational therapy available through the pages of The Follow Up will be inadequate.

#### THE ROLE OF RELIGION

A number of clients have attributed their "guilt/anxiety" feelings about gambling to their religious education. It was their minister, priest, rabbi, pastor or born again guru who told them gambling was evil and that all gamblers lose. Quite possibly through permanent residence in hell.

Vouching for this concern was a sermon I heard recently by one of the big name, born again TV evangelists. He weaves his ministrations from the book of Genesis. A long time ago these folks in the Middle East were building the Tower of Babel, supposedly to the universal, anthropomorphic God who had created them in His own image. Also, it seems, these people were as one and spoke and wrote the same language. That's important, so remember it.

Now, as the tower is going up, God gets wind of the fact that they're not really building it to Him, but to the glorification of themselves. That's a no no. So God up and stops the construction by spreading all these folks from Babel throughout the four corners of the earth (this was before Columbus) and, to cap off the punishment, he makes them all speak different tongues so they can never understand each other. This, of course, is why we have acrimony and war and disunity among mankind. And will have, according to Mr. Born Again, until we rebuild the Tower of Babel using the proper architect.



But lo and behold, our TV preacher has made a discovery! There is one place that has defied God and where all the inhabitants speak the same language and hew to the same pursuit. Where? IN A CASINO!

He knows. He visited one in Vegas. You see, brothers and sisters, only Evil so brings men and women together in such unity. Ergo, gambling is contrary to the will of God and will be punished even as the people of Babel. The thought of this sermonizer being born ONCE is appalling, much less his being born again. With such unassailable logic in opposition to our thesis, I humbly investigated volumes of comparative religion with the following result:

INDUSTRIOUSNESS - THE WORK ETHIC  
vs

GAMBLING - THE PLEASURE ETHIC

A HISTORICAL AND THEOLOGICAL REVIEW

There are no definitive injunctions against gambling in the actual words of the prophets of Buddhism, Judeism, Christianity or Islam. Only from the spokespeople of organized political entities, namely churches and temples that evolved from the teachings of these prophets, has come the condemnation.

As a result of this apocryphal instruction, generations of people subscribing to or influenced by religious institutions, have been programmed to believe that gambling is a "sin." Because it violates the accepted "work ethic." Further, it is a product of the "devil" because it encourages "profligate, idle, wastrel and self-centered behavior at the expense of religion's most cherished institution, the family." \*

Guatama Buddha was a prince, raised in the opulent splendor and luxury of a royal palace. The only "work ethic" his parents subscribed to was royal protocol. Buddha's prophecy was based on renunciation of wealth and material things.

The Jewish patriarch, Abraham, (Abram) father of Isaac and Ishmael, grandfather of Jacob, was, according to the book of Genesis, "Used well. And had sheep and oxen and asses and menservants and maidservants." And two verses later, "And he was very rich in possession of gold and silver."

Moses was the son (or adopted son) of Pharoh, and the beneficiary of idle wealth.

Mohammud's early years are variously described, but all his biographies include the fact that in adulthood he was a wealthy merchant. There is no indication that he relinquished his wealth.

\* From a sermon by Rev. Jerry Fallwell

Jesus became the first of the celebrated prophets to be born and raised poor, although he was from the House and Lineage of David, making him of noble origin. In modern parlance: poor but from a fine old family. Like Buddha, Jesus preached the relinquishment of worldly goods and the pursuit of the divine. Unlike Buddha, he had no worldly goods to give up himself. He atoned by giving up his life.

There is nothing in Judeism or Islam against material acquisition. There are millions of poor Buddhists throughout the world, but no way to establish that their poverty is the result of sacrifice. Christians are, and have traditionally been, the wealthiest people in the world. It is apparent that the impact of Jesus's teachings, while historically immense, does not include: Sell all thy worldly goods and give the proceeds to the poor and come follow me.

The legal battles of the PTL and its wealth are most reflective of the materialist philosophy of alleged Christian leaders. The "sin" lies not in acquisition, but in hypocrisy.

A similar legal battle has been quietly waged for years in the Church of the Latter Day Saints against the heirs of Brigham Young over his use of church funds to establish a personal empire in Southern Utah.

The real estate and other fiscal holdings of the Roman Catholic Church have been legend for centuries. Protestant church leaders don't say much about it any more, since they are diligently striving to duplicate or better the instruction.

There is no evidence either in the teachings of the Prophets themselves, nor in the conduct of religious leaders, de facto, that discourages the idea of "grab a piece of the action. Get a piece of the pie." There is nothing in wagering on one's ability to forecast the outcome of a sporting event or game that is not also inherent in the forecasting of property values, stock and commodity prices or the future value of a business or profession.

Yet, I have personally treated over 1400 clients who were firmly indoctrinated to think otherwise. Don't be conned into being one of them!

Next time: an assessment of "gambling" attitudes and Win Potential by ethnic groups: White, Indian, Black, Jewish, Protestant, Roman Catholic and Fundamentalist. And, symbolic mirroring vs. autonomous extension of parent messages.

EDITOR'S NOTE: We wish to apologise for the condition of the photocopies in this article. Unfortunately, Howard was allowed to use the photocopy machine unsupervised.

# THE PSYCHOLOGY OF WINNING

HOWARD G. SARTIN, PHD

REPORT ON THE 7TH INTERNATIONAL CONFERENCE ON GAMBLING AND RISK TAKING, University of Nevada, Reno. August, 1987.

As a speaker at two sessions of this conference, composed largely of Psychiatrists, Psychologists, Sociologists and other mental health professionals, dealing with compulsive, "pathological gambling," I re-learned a lesson long subscribed to: A large percentage of mental health professionals are sicker than their patients.

By placing an academic title before or after their names, they gain an elitist status over society that provides them with a facade of normalcy which they use to bully their patients into subscribing to their doctoral warps. Reduced to its essence, their warp regarding those who would attempt to make or augment a livelihood through any form of "gambling," including thoroughbred handicapping, is that we suffer from a pathology (disease). Our protests that we look upon our endeavors as pursuing a legitimate investment opportunity falls on deaf ears.

It is their view that the mere fact that we dedicate so much time and effort in the handicapping process brands us as compulsives. Were we to give little thought or effort to making our selections, on the other hand, we would be "normal" in that our "gambling" was only a recreational pastime.

This is only the beginning of contemporary psychiatry's convoluted thinking: they say that our compulsion begins with a series of "Big Wins," and that we continue to win for about six months or so. We then begin a losing pattern that will follow us through life unless we abide by their prescription of perpetual abstinence. I've yet to meet a problem gambler client who started out by winning. The pattern psychiatrists describe as "usual" is foreign to my experience of twelve years and over 1500 clients with gambling related problems.

I had hoped that this august body would at least agree with me on one point: the horse racing bettor displays a behavioral pattern that is significantly different from that of the casino gambler. They were steadfast in their rejection of this theses. There is NO difference, they proclaim.

To them, all dedicated gamblers eventually lose; but the losing pattern does not evolve until one is "hooked" by a disorder of impulse control and is diagnosed as pathological. Only those persons who take an occasional recreational fling in the casino, make casual bets on their favorite team or enjoy a Thursday night poker session are normal. The key word here is "dedicated," as opposed to casual or recreational. Thus DEDICATION in itself becomes the obsession that forecasts the compulsion.

The other exception they allow is for the "Professional" gambler. While they admit the existence of such people, they refuse to accept the fact that professionalism is obtainable only after an internship in which losing is an essential factor. While this fact is inherent in all professions, including theirs, they refuse to acknowledge it in the realm of gambling. To them, it would seem, all professionals are on the side of the "house."

In truth, casino and horsebook employees, along with many who fall into the realm of ownership, are the most pathological losers of all. This is a fact verified by the casino's themselves.

Any individual who becomes "dedicated" to actually making a consistent profit through any gambling event will eventually change perspective and move towards dependency on the "action" itself, instead of the profit goal and manifest anti-social behavior. This is characterized first by economic chaos UNLESS the individual is extremely wealthy and can afford huge losses.

This concept is directly from the horse's mouth, or whichever end of the horse conventional psychiatry represents. Bad checks, debt without repayment and, eventually, stealing, are the final prospect. Ironically, over my twelve year experience with problem gamblers, I've received only one check drawn against insufficient funds that was not eventually redeemed.

#### WHO ARE THESE PSYCHIATRISTS???

They are lead by Dr. Robert Custer of Taylor Manor Hospital in Maryland. He also heads the Problem Gambling Diagnostic Criteria Board of the American Psychiatric Association. Their Diagnostic and Statistical Manual (DSM) established the criteria for "Pathological Gambling" to which (almost) the entire field of health professionals apparently subscribes with protest.

Since most of the funding for treatment of "pathological" gamblers comes from Federal and State agencies, their edicts represent the official endorsement of government. Further, they endorse and are endorsed by GAMBLER'S ANONYMOUS, a quasi-religious organization patterned after Alcoholics Anonymous and demanding the same treatment prescription: ABSTINENCE.

How do they justify an A.A. stance, when gambling problems, unlike alcoholism, cause no organic or tissue damage? Herein lies the rub, and a look into the American Psychiatric Association's FUTURE PLANS. Their NEW Diagnostic Criteria (DSM 3R-Revised) will proclaim that the pathology apparent in problem gamblers is no longer so much a "disorder of impulse control" as it is an anti-social behavior disorder moving rapidly toward the area of ADDICTION. As in alcohol and narcotic addiction.

Further, they say there is a wealth of new evidence linking the disorder to bio-chemical Orthomolecular origins. This biological substrate, according to their study, shows an excess of Norapenpherin in urine and plasma specimens taken from problem gamblers. MHPG levels in problem gamblers are significantly higher than in "normal" control groups. Similar high levels are found in persons who are suicidal, sensation seeking, manic-depressive and anxiety ridden. (Also in pilots of fighter aircraft, submariners, paratroopers and U.S. Marines, I might add, although they did not see fit to mention these later groups.)

The only way to scientifically establish an orthomolecular or bio-chemical etiology for gambling pathology would be to do a blood-urine, et al, workup on a large group of post puberty individuals and follow them for at least twenty years to learn whether the MHPG levels were the cause or the result of ensuing behavioral manifestations.

The APA has no intention of waiting. The new diagnostic criteria will be forthcoming quite soon. You'll be reading about it in popular magazines and in newspaper articles any day now. I can foresee a day when prescription medicines, pills or shots, will be offered to curb our "affliction." If we have wives and/or children who disapprove of our activity, the day will come when they will have the medical/government sanctioned right to classify us with alcohol, cocaine, and heroin addicts. So, along with the present en loco parentis stigma that we've discussed in previous issues, we'll have this new "guilt imposition" to deal with.

Our answer is to thumb our nose at these professionals, whose tunnel vision dominates the media and public thinking. We can only do this by being consistent WINNERS. We must become immune to the psychological pressure of contaminated messages coming both from the past and the present. You can damn well bet they'll be even stronger in the future.

I know. I just spent five days in Reno with the enemy. I've seen their battle plan!



# THE PSYCHOLOGY OF WINNING

BY HOWARD G. SARTIN, PH.D

The high-tech age has given us its own language. Bits and bytes, RAM and ROM, and most importantly, computer accessible data base. This is the informational source from which all programs operate. An inaccurate or faulty data base gives rise to another high-tech axiom; garbage in - garbage out. All computer oriented systems, simple or complex, rely on a data base of some sort.

At least two-thirds of you have testified to the accuracy of the data base we have supplied you, and which forms the foundation of all our computer programs. When errors slip in, you are quick to spot them and point them out. We are always grateful for this, and corrections are made as soon as possible.

While a viable computer data base is a boon to successful handicapping, it remains secondary to a stable EMOTIONAL data base on the part of the handicapper. Unfortunately, inequities in this data base are not so easily discerned by most of you. Therein lies the problem behind uneven performance. An axiom to remember is this: "The Methodology will produce no fewer than 13 winners in a 20 race cycle (65%) when wagering as prescribed (2 horses in each race), PROVIDING the user is operating from a stable emotional data base.

This means that regardless of externally imposed factors of irritation, distraction or worry, we function from one period of time to another with equanimity. A tall order indeed. But envision the professional athlete, be it a boxer, football player, golfer, tennis star or basketball standout. The announcers who call their games for radio and TV are most fond of two words that apply to all star performers: Concentration and Intensity. Those who lack these qualities are soon benched or looking for work.

John McKay, when he was head football coach at U.S.C., did semi-weekly spot checks on the psychological protocol of all his players. I was involved in giving these tests. Their chief purpose was to discern any lapse in a player's ability to intensely focus with utmost concentration on the game ahead. Such lapses were often detected early in the week, giving the coaches several days to work on the player's attitude. These athletes were re-evaluated with Friday morning tests before home games, Thursday night before road games. Of all the players I was involved with, O.J. Simpson had by far the most stable intensity base. He literally lived to win.

This monolithic focus may serve to explain U.S.C.'s reputation for relatively low academic standards for athletes, which was finally detected and punished by the N.C.A.A. In my experience, only Pat Haden and Paul Mc Donald survived U.S.C.'s era of football dominance with any degree of intellectualism. Neither is likely to be enshrined to Canton, Ohio. Similar concentration and intensity is

required in successful handicapping, but since handicapping is essentially an intellectual pursuit, no let-down is implied by living a normal and fulfilling life between races.

#### THREATS TO A STABLE DATA BASE

Static electricity, being dropped on a hard floor, making an entry in the Program Mode; these are but a few of the things that can upset your computer's data base. Stress, worry, illness, family strife and trauma are the foremost factors that will cause your emotional data base to glitch.

I heard recently from a long-time Florida client who was the victim of an automobile accident caused by someone running a red light and slamming head on into his automobile, sending him to the hospital for an extended period. Further, the errant driver had no insurance, so most of the burden of medical expense fell on our client. This was trauma, both physical and mental. A sudden realization of the vulnerability of steel and the frailty of the human body serves to destroy even the hardest emotional data base. The body tends to heal faster than the mind, especially in a hospital setting where the mortality of fellow patients is always on naked display.

Along with the natural susceptibility to depression under such circumstances, the old "I saw my life flash before me" syndrome arises. The subconscious fears, doubts and guilts of a lifetime suddenly crystallize. To most, the inevitable question "Am I being punished for my sins?" is asked; either openly or by subliminal inference. It is under these circumstances that unusual vows are made. Alcoholics dry out, philanderers become monagamist, Saul becomes St. Paul, etc. Sometimes, but not often, these vows are actually kept.

To the degree that the victim's occupation is socially accepted and supported by a family, group or corporate structure, normal performance levels return after a suitable recovery period. In a field as anxiety-ridden and dependent on self reliance based on self-esteem as handicapping, the emotional response to physical trauma lingers far longer. Sudden awareness of our own human frailty and the ills to which our all too human flesh is heir can dominate our consciousness to the point of rendering our handicapping impotent for many weeks. These factors become magnified if we feel any guilt, any betrayal of parental injunctions.

#### THE SYMPTOMS

If, during those first few races after ANY emotional upset, not necessarily trauma, you find yourself vacillating in the decision making processes that were previously routine, it is time to STOP. Call us, or go home and re-evaluate your own actions and motives. One of the prime manifestations of this symptom is deciding to change the program you are using to handicap with in hopes that another program

will get those races you lost. Some go so far as to leave the Methodology altogether for a while, searching for a non-existent perfection.

An example: a couple of losses with Ultra-Scan and the client switches back to Phase III. Sometimes in the middle of a card. The statement you are making here, whether you wish to acknowledge it or not, is: "I am not the master of my decision making process, so I'll endow my computer with more intellect than I. I am but a victim of circumstance; a child of fate." Emotional upset or trauma has, to some extent, this effect on ALL of us. We become as little children again; but unfortunately, little adapted children accepting defeat in our rebellious quest for autonomy at the hands of "them." Them being the rule makers, fate, destiny, a man-created god, the system, or any other entity that would subjugate an autonomous "self."

The key is vacillation. This word is defined as "Inability to take a stand; irresolution; indecision." In a field where DECISION IS ALL IMPORTANT, such a state is absolutely disastrous. Indecision, as we have pointed out many times before in these columns, is the handmaiden of ANXIETY.

Indecision born of anxiety is the main reason why almost all of the three million North Americans who seriously want to pursue thoroughbred handicapping for a profit, FAIL. It is why less than ten thousand people on our entire continent actually make an acceptable living through pari-mutuel investments. It is fodder for system sellers and dream merchants. It is justification for the smug attitude of mainstream psychiatry telling us that we are pathological.

Our little group has one decided advantage over the three million victims of the insidious might of anticipatory anxiety: we have living, breathing examples before us who have OVERCOME. We need no longer ask ourselves, "CAN it be done?," because we know it HAS been done. And more importantly, it can be done consistently day in and day out.

So when a circumstance arises in your life that causes vacillation and indecision, put aside your tools and call or write. To me, to Dial-A-Hat, to any Charter or teaching PIRCO member. You are not alone. Most importantly, you are not the only one to have experienced the anxiety, the abject fear that lurks darkly within every living being. I, we, all of us have known it. It cannot be destroyed. It must be approached even as Martin Luther King advised his disciples: WE SHALL OVERCOME! With each other's help, no less, we can ALL overcome!

This is the season of Hanukkah and Christmas. A time when, hopefully, denominational xenophobia gives way to universal truth. Inherent in the religious theme of this season is FAITH. Faith in the absolute, in that ultimate reality man has chosen to call God; who has created man in His own image. The purest tribute we can make to that God is to have faith in ourselves. Only this kind of faith will justify the image from which we were created.

# THE PSYCHOLOGY OF WINNING

BY HOWARD G. SARTIN, PH.D.

As we begin The Follow Up's second season, it might be well to review what effect this column has had over the past year. One fact is certain; we are the only handicapping service, purveyor of written and spoken material or user group who has dared to address this subject. Of my peers, Dick Mitchell acknowledges in his books that handicappers do face psychological problems and James Quinn is perceptive enough to recognize the problem, making reference to it in his treatise on the Methodology in his marvelous book, The Best of Thoroughbred Handicapping.

Other authors have either given it short shrift with phrases like: "That's a subject best handled by others," or ignored the existence of the problem altogether. Yet we can say with absolute certainty that no system, method or handicapping procedure, including our own, will work unless it is accompanied by a healthy psychological protocol.

During this past year, a number of clients have made that giant step from handicapping hobbyists to professionals. Most did it for reasons that reflect current economic trends. They lost their job, were demoted or had their salaries cut. Most of these people had the good sense to spend some time with me or, in one case, another clinician in actual therapy BEFORE they made their move. Without exception, these clients are succeeding. They are actually making a living by handicapping.

Others went off half-cocked and only came to me after they found themselves the floundering victims of anticipatory anxieties, causing them to deviate from the procedures that made them winners when they had a job. They zigged and zagged their way to the brink of financial ruin. Those I could catch in time, whose debts were still minimal, I was able to bail out by "loaning" them a few hundred dollars under a new clinical contract whereby they would invest in EXACT accordance with my prescription.

These people are now making it. Instead of collecting money on the "loans," my return has come from the deep satisfaction of knowing that all we have tried to do in this series of articles can and WILL bear fruit IF the reader takes them seriously and accepts the fact that they pertain to him or her. Not to other folks. Not to THEM. To you!

You'll know that I mean you if you still languor in the belief that successful, profitable handicapping comes from information alone. The Reverend Bert Mayne started with a country parson's bankroll or \$50 and doubled it regularly. He now uses a \$1000 bank. His background is university and seminary

training. Like me, he played and sang in bars to get tuition money. Like me, he never saw a horse race until he was established in his calling.

To what does he attribute his handicapping success? Information? NO! Inspiration, coupled with FAITH. In the beginning, it was faith in me, the Methodology, and in the PIRCO Charter members that he was mirroring and modeling himself after. Now it is faith in himself!

He started out investing only in high percentage races carded for males, four years old and up. Now he plays anything with four legs that can stand up (except for maiden races, of course). This was a man once plagued by doubt, uncertainty and an abysmal lack of handicapping knowledge. This was a man whose first series of written questions to me involved the use of the K-2 Class Calculator!

With the exception of the Rev. Bert, my regard for preachers in general is somewhat less than lofty. I sometimes feel that if they were all laid end to end . . . society might well be better off. But let Bert be spared. He has given magnificent council to our East Coast clients, sharing his knowledge and his faith. He has made winners out of losers. The real point is, if a country parson can do it, ANYONE can. By nature of background and calling, ministers, especially protestant ministers, are steeped in every tradition and superstition contrary to handicapping success. And yet Bert overcame.

Not only his training and his calling, but also his body type was against him. He is large; some might even say corpulent. This body type is destined to have the most problems in becoming a successful handicapper. Following this further, please perform a little exercise: strip naked and view yourself in a full length mirror. What do you see? Long and lean, or wide and bulky? Is your build natural, or a result of dietary excess?

To find out, take hold of your wrist, using only your thumb and index finger (that's the one next to your thumb). Can you encircle your wrist? If you're wide and bulky and cannot encircle your own wrist, you are what we might call a cyclic type. You are subject to a wide range of mood changes, are extrospective and tend to listen to the voices of others as guides to your decisions.

If you're lean and can negotiate your own wrist with little problem, you're probably a schizoid type. Introspective, possibly even introverted, with a tendency to listen to the voices from within yourself.

During the 12 years I've worked with problem gamblers, 95% of the recidivists, those who fell back on old losing ways, were of the cyclic body type. My data was confirmed by the learned



Psychiatrists at last years 7th Annual Conference on Gambling and Risk Taking at the University of Nevada, Reno. They too reported the highest failure rate among such persons. At that meeting, there were a number of compulsives from G.A. running around putting up signs in the casino urging everyone to abandon the tables and go to G.A. (by law, tracks and casinos now must allow this). None of these sign hangers had, like yon Cassius, a lean and hungry look.

This does not mean that those of you with the more opulent bodies are doomed to failure (Editor's comment: Whew!). It does mean that you should recognize your possible predisposition toward depression and vulnerability to external forces. By the same token, you lean types must be careful of what those inner voices are saying. If you listen to oge messages, your body type won't help you. Still, you are most readily re-programmed or reparented.

Bodytypology is not absolute. There are wide deviations. Physical typology, long in the annals of medicine and psychology, is subject to dispute, variegation and, above all can be overcome. So, if you tend towards bulk, don't hate me. I'm just making you aware of the potential danger. Also, you can take heart in the fact that prominent Methodology pros like Brohamer, Purdy, Schmidt, Hambleton and Mayne are always between diets. They have overcome any negative tendencies that might be derivative of their physiology.

I recently made some pertinent conclusions through observing clients at the off-track betting center in San Bernardino. Clients who gyrate toward each other, seeking advice or confirmation of choices, have more problems making it than those who sit quietly by themselves, seeking only their own council and making wagers based on their own decisions.

As you may have guessed, the quiet ones are also the lean ones. Your body type suggests only a predisposition, NOT a predetermination. Any problem that is recognized can be overcome.

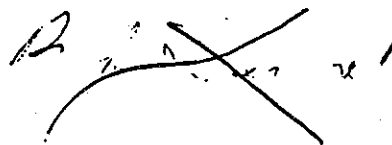
In The Follow Up issues ahead, we will address specific ameliorations to the psychological barriers standing in the way of successful handicapping. Once the causes and effects of the problems are a known quantity, we shall proceed to work on specific SOLUTIONS!

To close out this session, I'd like to share with you a wonderful gift I received from a client resulting from last year's Psychology of Winning series:

I went through a rough time handicapping last September and October until I finally realized what my problem was. Your articles in the Follow Up and the manuals really helped me turn it around and my entire attitude to life has improved. I had a fascinating series of dreams on three successive nights that I would love to tell you about some time. The dreams showed my move from child to adult in unequivocally precise imagery. When I look back at the letter I wrote to you at the end of October I realize that I was looking outside myself and blaming others. I had to realize that both the problems and the solutions were within me. I now know that the Inland Empire Institute is not really about handicapping or making money; it is about improving the quality of people's lives. Thank you for accepting me.

I look forward to receiving the Brohamer materials and I hope to meet you some day soon, perhaps at the Saratoga seminar in August.

Sincerely,

A handwritten signature in dark ink, appearing to read 'R. J. Brohamer', with a large 'X' drawn over it.

No amount of money can equal what this person has just given to me. And, I might add, to you.

# THE PSYCHOLOGY OF WINNING

BY HOWARD G. SARTIN, PH.D.

For seven straight issues of The Follow Up we dealt with the fundamental psychological stumbling blocks that prevent people with adequate intellectual handicapping skills from making consistent profits. Most of you have engaged in some healthy introspection and have isolated the problem. Now the question is: what to do about it?

This is the point where we must supplant psychological theory with positive action. Imagine yourself in a cherished portrait painted long ago. It hangs on the wall of your life and has always been a focal point. To take it down would be upsetting to your family. Commissioning a new portrait involves an unknown risk you're not willing to undertake. Still, you want to change. What to do? Get a NEW FRAME!

Like re-arranging the furniture, putting an old picture into a new frame can often work wonders. We call this a "Frame of Reference." It is the source code, the data base from which springs our behavioral reactions. It is synaptic channeling. Our persona. How we perceive and are perceived by others. It is habit and prejudice; smugness and complacency. If we "have it all together" and are achieving all our goals, we don't alter this frame. If not, here's an exercise I'm going to ask you to follow.

Do you drive from point A to point B on the freeway or highway? Leave early tomorrow and take surface streets. Hate anchovies? Order an anchovy pizza and eat the whole thing. Dislike Arabs? Visit an Arabian restaurant. Anti-Semitic? Get yourself a yarmulka and go to synagogue. Always make love on Saturday? Switch to Wednesday. Never take home candy and flowers? Start. Always buy a box seat at the races? Join the railbirds. Preferred parking? Use a public lot, or better yet take a bus to the track.

Alter your habit patterns. Don't just DO these contrary things. Live them. Enjoy the sights, the smells, the sounds of new EXPERIENCE. Involve yourself and observe yourself participating in new behavior. Think all this is silly? Then give up trying to be a successful handicapper.

You're in a self-imposed rut. You don't want to change, not REALLY. You're getting some inner satisfaction from your status quo. Are you a beer drinker? Don't like wine? Think it's for sissies? Buy a case, along with one of those little books on appreciating fine wines. If you don't drink at all, then skip this exercise, But if you do drink, and your bartender always has "the usual" waiting for you, change drinks. Nothing should be more insulting to your sense of individuality than being predictable to a bartender. I did a long study of bartenders once. The thing that bugs them most is a customer they can't peg. STOP BEING PEGGABLE!

The first thing to change may be the most difficult. Stop going to the track with your friends. They're losers. If they were not, you'd be too busy making money to read this. Besides, they're probably not really your friends; merely entities you use to justify and rationalize your failure. Don't fret. They're using you for the same reason. Remember now, this is a prescription for losers. It does NOT apply to winners.

Next, stop going to the track at all, if possible. Go to a legal off-track sight. Don't try analyzing tote action. Bet your choices as soon as the window opens. Don't you realize by now that it's the ambience of the track, the frenzy, the action, the moving tote that causes you to lose in the real world while you're winning on paper when you stick to the selections you made the night before in the security of your den? Sure, I know all the authors tell you to visit the paddock, learn body language, trips and tote board analysis. But their payoff comes when you buy the book. Mine only comes when you start winning consistently. They don't give a damn about you as an individual. I do.

Save your binoculars and your track-side expertise for AFTER you get the winning habit. Until then, WEAR A NEW FRAME! Stop watching races. Grow up and face reality. If you can win on paper, handicapping at home but you lose at the track, it should be obvious that it is the gambling atmosphere that is altering your judgment and your decision making abilities. Remove the aura of gambling. Situate yourself as far away from the spectacle as possible.

Isolate yourself from all conversation pertaining to horses. In reality, we're not wagering on horses anyway. We're predicting the future market value of a commodity through the analysis of symbols that appear in a daily report called the Racing Form. Horses are but a label affixed to this symbolism. The commodity itself is EGO. Yes, we're investing in our own ego as manifest by a correct evaluation of the symbols we use. If we project accurately, we get a payoff, both to our ego and our pocket book.

It is axiomatic that losing gamblers, along with alcoholics and addicts, have a low sense of self-worth. Nothing elevates a "gamblers" feelings of self-worth more than winning. The ambience of a racetrack is dictated by the mob, which consists for the most part of losers. Until you get the winning habit, ISOLATE yourself from the company of losers.

Begin by altering every possible aspect of your current predictable behavior. Supplant each habit pattern with a new one. If a month from now you come to me with a tale of woe and you have NOT tried this prescription, I'll be genuinely disappointed. I probably won't give up on you, but I'll continue to ask that you give it a try.

Rearrange your furniture.

Above all, get a new frame for your self-portrait!

# THE PSYCHOLOGY OF WINNING

BY HOWARD G. SARTIN, PH.D.

In the last installment of this series, I offered a prescription that is fairly standard. Apparently many readers failed to take it seriously. The essence of the prescription was: alter your habit patterns. Try new things; the more deviant from your present patterns, the better. I have yet to hear from anyone who tried it, which is too bad, because it works. I have personally used this technique throughout my life and it has never failed to open the doors to the ultimate solution to problems. Still, I can only prescribe, I cannot force. If, however, you eschew any prescription designed to aid you in becoming a winner, you risk losing the value of our services.

Now, I'll offer another prescription; not in lieu of the last, but in addition. It lends itself to Huey Mahl's suggestion. Huey suggests that the cure for Sisyphus, pushing that rock to the top of the mountain only to have it roll back on you, is to find a lower hill and to move a smaller rock. A number of clients have practiced this exercise over the past few months with excellent and, by their reckoning, spectacular success.

Many clients set INITIAL proficiency goals that are far beyond their skill level. When failure ensues, it stems more from the unrealistic level of their goals than it does from their POTENTIAL. Our prescription: cease to concern yourself with a set win percentage, such as 63% or 70%. Change your horizon to: THIS WEEK I WILL WIN ONE MORE RACE THAN I DID LAST WEEK!

We wrote it on our classroom blackboard. We posted sighs all around the office:

"This week I'll win ONE MORE race in 20 than last week!"

To the client who only had 9 winners the previous week, winning 10 this week thus becomes a major accomplishment. The natural evolution of this prescription does not demand that one add a winner every 20 races. For virtually everyone, the learning-achievement process involves a series of plateaus on which the mind rests and digests before moving upward toward the peak. Allow yourself 3 or 4 cycles per plateau. This way you will allow your new found skills time to gestate and mature firmly in your subconscious. Now, as this plateau becomes familiar to us and our sense of adventure and accomplishment demands greater heights, we once again vow: next week, I'll WIN JUST ONE MORE RACE THAN I DID LAST WEEK!

Before long, after resting on several plateaus, you will have reached a proficiency level that may even exceed your early, unrealistic goals. If you will try this PATIENTLY, you'll be

amazed at how well it works. On the other hand, if you are impatient and insist on ignoring this procedure, you will have to accept the fact that you are manifesting gambler behavior. Your impatience and unwillingness to accept professional help are symptomatic of compulsive behavior.

Those who accepted this prescription and have put it into practice have found it a bonanza. The ease with which they were able to pick "just one more winner" the week after the prescription was filled astounded them. Ultimate success has its roots in failure and grows from a series of miniscule successes.

I urge you to try it! Keep records, though, so you'll be able to accurately monitor your progress. If you only won 8 races in your last 20, that's okay. Just follow this prescription. If you do, I promise that within 10 or 12 weeks, allowing for plateaus, you'll be able to shout from the roof tops: "I went 13 for 20!"

\* \* \* \* \*

#### AFFIRMATIONS

One of our Southern California clients, Spencer Toner, who you may remember is helping test the ENERGY! program for us, recently discovered a book called Total Success by Dr. Robert Anthony. He passed copies on to several other clients, including Gene Price, who swears by it. Anthony's prescription centers around the use of PRESENT TENSE, WRITTEN AFFIRMATIONS. Positive "now" statements conspicuously displayed, repeated and adhered to. Anthony is a modern counterpart of Cooley, who in the 1920's had people on two continents going around muttering to themselves: "Every day, in every way, I'm getting better and better." Cooley then supplied his adherents with a set of affirmations to re-enforce their goals. The technique is as old as Mesmer and it can be most effective.

The problem inherent in ANY hypnotic procedure, be it self-hypnosis or hypnotherapy, is two fold. First, it can appear to correct one problem while setting up a counter problem. If the subject is functioning from a contaminated ego state, or possessed of a neurosis that demands a personality deficiency in order to function, his/her subconscious will quickly provide an alternative problem. Usually this new problem will be even greater than the one the affirmation therapy is designed to cure. Thus, Dr. Anthony's Total Success formula is most effectively used by those who are neurosis free, or in our language, decontaminated.

A second area of concern for those employing affirmation therapy is THAT as they are conditioning their minds to be



susceptible to written, spoken "now" statements, they become equally sensitive to NEGATIVE affirmations presented in the same manner. Unfortunately, most minds do not delineate between subtle positive and negative force fields. We must always be aware that all "Yes" messages are not phrased as such. But even MORE important, many of life's "No" messages appear positive on the surface. "Yes, we have no bananas" is a classic example. Sam Goldwin's "Include me out" is another.

The clients who submitted this issue's Problem Race started their letter to me with the phrase "Another Bummer," referring to their performance on that race in particular and their handicapping in general. This is a classic example of a negative affirmation. Saying things like: "Well, I lost another one", or "I just can't seem to get it", or "I'll never understand this stuff" enhances your negativity and decreases your chances of eventual success.

These warnings should in no way deter you from reading and benefiting from books like Anthony's. Just don't become overly sensitive to hypnotic suggestion. You've left yourself open to suggestibility, remember, so be sure that you truly BELIEVE any words of affirmation before you write them down and post them all over your walls.

My own chief source of affirmation is my wife, Mary. She has imposed upon me the necessity to win in order to keep her respect. While this has been true from the beginning of my exploration into handicapping for profit, it was made especially obvious to me in Laughlin, Nevada, where we went with another couple for a three day vacation. My wife discovered the dollar slot machines. Until I began winning at the races, she was a nickel dropper; dime tops. Then she went on to quarters. Now suddenly, it was dollars.

Well, on Sunday, June 19, Father's Day, I went 8 for 8 at Hollywood Park, wagering at Laughlin's Sam's Town casino. Whenever possible, I avoid being seen cashing tickets at any Nevada or Mexico book, so I had Mary cash ALL my tickets. Trouble is, I never saw any of the money. It was devoured by a tribe of hungry dollar slots.

I had a friend once who said that the cure for poverty was spending money and incurring indebtedness far beyond one's means. Doing this allegedly inspires the person to reach greater heights. This works for some. Usually they are highly motivated, supremely self-confident individuals to begin with. If THAT description doesn't fit you, proceed cautiously. You can still reach the top by moving upward in slow, easy stages as per our prescription earlier in this column.

# THE PSYCHOLOGY OF WINNING

BY HOWARD G. SARTIN, PHD

Horseplayer Mentality. The specter of chaos in the midst of success. Why even the best "gamblers" lose it all on short term failure but only "fairly good" investors ride out the storm. A "horseplayer" or, in reality, a "gambler," may have a spectacular win proficiency that runs in streaks so dramatic that he/she becomes the envy of all. Yet, even a short run or losses will wipe out all the gains made. WHY?

An investor may plod along with a minimally efficient win percentage that remains stable month in, month out, yet at the end of a given time frame he will show more profit than his "horseplayer/gambler" counterpart. WHY?

The answer lies in the emotional outlook of the individual as governed by conditioning or "social programming." The gambler is driven to WIN. Winning becomes an end in itself, rather than a means to an end. When winning is all there is, the act of winning takes precedence over all other considerations. To the investor, winning remains a means to an end. The end being a profit percentage based on long term investing; or wagering, if you must.

Making a profit is NOT an emotionally charged phrase. It is a commonly accepted by-product of the capitalistic society. Businesses are expected to show a profit. Consequently, business people do not usually go around waving their profit/loss statements in public grandstands, shouting "My business showed a profit last month! Woopie!!"

While well run businesses are expected to show a profit, gamblers are not. Gamblers may experience windfalls, but over the long haul, society expects them all to LOSE. Since we're all "programmed" by society, those of us who consciously, or even subconsciously regard ourselves as "gamblers," and our field of endeavor "gambling," will suffer a gambler's fate.

Because WINNING is the end for a gambler, its counterpart, losing, always lurks darkly in the back of the mind. Often it remains buried in the subconscious, rising to the top only during moments of anxiety. When that anxiety becomes prolonged by several losses in a row, it so dominates the psyche that LOSING becomes as great a compulsion as winning was before!

A person thus obsessed will display a personality so altered that others, who once regarded him with envy, will shy away in disbelief. This is the time for that person to be immediately removed from the gambling environment.

To insist that this "gambler" be "cured" or, in our terminology, "decontaminated," before going back to the pari-mutuel wars, is a tall order. If the individual is relying on pari-mutuel funds for a living, such insistence would be futile. However, during the period

of remorse and self-reflection that should follow a period of form-reversal, the "gambler" should be more susceptible to treatment; more open to the suggestion that the endeavor itself is NOT gambling but investing and should be regarded as a business that should be run guilt free. At the very least, the individual should accept an awareness of the facts of money management.

In issue number two of The Follow Up, known as "The Huey Mahl Issue," Huey plots a brief financial history of Mark Clements from New York. Mark's win proficiency is 68.3%. His maximum wagering comfort level is \$200. In an odyssey of 82 consecutive races, where the starting bet (two horses) was \$100, and ;the maximum bet \$200, Mark took 7 profit "spikes" of \$1,000 each. Since it took him about 4 weeks of investing, that amounts to a profit of \$1,750. In reality, there were a number of "no-plays" in those 82 races because the profit potential indicated no-bet. So Mark sat these situations out.

His longest losing streak was five. How many of you alter your method of play after three or four losses? Mark DID NOT! He had a number of four race losing streaks. Mark apparently has overcome any tendency toward "Gambler Mentality" or susceptibility to anxiety attacks.

In view of Mark's history, which is being duplicated by clients throughout North America, I find it difficult to accept the following statement communicated to me by a client with a 70% win proficiency:

"I had a bad week and a half. I'm still ahead for the meet, but that losing period wiped out my bankroll."

Now, we KNOW the probability of "Gambler's Ruin" when the Kelly Criterion is applied. Even if a 70% proficient client made ALL 30 of his losing bets in a ROW, it could not wipe out a bankroll if Kelly were properly utilized. Thus the above statement not only reflects "gambler mentality" via a week and a half's improper application of the Methodology, but also a lapse into "gambler mentality" in wagering. The latter is by far the most dangerous syndrome.

What many clients fail to realize is that the Kelly Criterion is, by design, a means for gamblers to achieve maximum success from minimal (or any other) positive expectancy. Kelly does not presume that its users will have free access to psychotherapy. It accepts their foibles, their gambler mentality in full and BY ITSELF compensates for it. Those who have access to Kelly and to free psychotherapy would have to be purposefully self-destructive in order to lose. Even with only a 57% win proficiency.

While Huey suggests that we hold out for a higher mutuel than I personally require, even a parameter of \$7.80 as an average mutuel betting TWO horses with a 57% win proficiency with yield, just flat betting, a profit of 11.15%.

Example:  $\$57 \times 7.8 = \$444.60$  less the \$400 bet = \$44.60 profit.  
 $\$44.60/400 = 11.15\%$

While there ARE periods at most tracks where an average \$7.80 mutuel will dominate for short periods for short periods they are almost always accompanied by higher win percentages, even for the least proficient of our clients. Up that 57% to our minimum standard of 63% and see the result:

$$\begin{aligned} 63\% \times \$7.80 &= 491.40 \text{ less } 400 \text{ bet} = 91.40 \\ 91.40 / 400 &= 23\% \text{ R.O.I.} \end{aligned}$$

Dick Mitchell tells his readers that a 20% R.O.I. is cause for rejoicing. Anything over this is nirvana. Our average advanced client enjoys a 49% R.O.I. But only one afflicted with "gambler mentality" will eschews periods when it's only 23%. Remember, that a flat bet figure. Proper utilization of the Kelly Criterion will up that percentage monumentally. Thus, in a "BAD" week, a minimally proficient client with a \$1,000 bankroll can expect at least a profit of \$230 flat betting or about \$480 using Kelly. If you don't believe it, it's because you really haven't tried it.

In our classrooms and in these articles, we speak often of the need for a healthy, decontaminated ego state. Unfortunately the layman's interpretation of the term ego is distorted. To most people, ego represents conceit, bragging, self-aggrandizement: the acts of someone stuck on self. This is NOT the definition we refer to. That is egotism, defined as follows:

The habit or practice of thinking and talking much of oneself; or the spirit that leads to the practice of self-exaltation. Syn: Conceit.

Our use of the term EGO is better defined by the following:

Self considered as the seat of consciousness. In scholastic philosophy, the entire being, body and mind. Psychological: The subject of each conscious act or state, to which a sort of phenomenal unity is attributable. The permanent real being to whom all the conscious states and real being to whom all the conscious states and attributes belong. Personality. Individuality.

The difference in the two meanings is monumental. Essentially the Egotist has a very WEAK ego! His/her perception of self-worth is insecure. From that insecurity comes bragging, the need to show off skills, no matter how minimal, and a dedication to being "proven right," no matter how wrong he/she may truly be. It is not our concern, nor our purpose to correct personal deficiencies that stem from egotism. You have permission to be as obnoxious, socially, as you wish. Our concern comes only when you let egotism effect your handicapping judgments and money management discipline.

Two of the most flagrant examples of egotism in these areas are acting on subjective statistics and thinking you can isolate the winner in a certain given race more precisely than in others. In committing either of these handicapping felonies, the egotist puts his/her already fragile ego on the line in defiance of proven

realities. Because the egotist needs to be "right," such a person perceives "locks" or sure things when there is NO such animal. This is accompanied by a tendency to play only ONE horse in a prescribed TWO HORSE Methodology.

Now when their perception is correct they cannot help but gloat over their success. This is their egotism expressing itself. But, when they are incorrect, their egotism is shattered. With only a fragile ego for support, they go into a funk that causes them to lose for a protracted period of time. When egotism is applied to wagering strategy, it causes deviations from proper application of the Kelly Criterion. The egotist plunges on a given race. If it is lost, a less than optimal amount is invested in the next event. Or, even more disastrous, TOO LARGE an amount is wagered in an attempt to recoup the loss caused by egotism. The ensuing quandary leads to a total abandonment of equanimity leading to dissociation and melancholia.

Those with healthy egos can effectively, on occasion, isolate a race where the chance of a single horse winning is sufficient to abandon long-term realities. However, when these people fail in these events, they take full responsibility for their act and it does not shatter their ego or cause them to self-destruct. In our organization, Tom Brohamer is one of the few who can evaluate his win potential in a given race over another. Even he is often incorrect. BUT, he recognizes the risk going in and responds with equanimity.

None of the rest of the PIRCO Charter members can do this regularly. Jim Bradshaw comes close at times. Both men have very secure egos. When they make a judgmental error, it does not phase them. Until you can duplicate their decontaminated ego state I would recommend that you function as a long-term investor, NOT as a plunger. Let the Andy Beyer's KILL a particular race. YOU stick to grinding it out. In the final analysis you'll be far ahead.

#### A PRESCRIPTION FOR EGOTISTS WITH CONTAMINATED EGOS

Jim the Hat and I have been comparing notes on our long-term evaluation of people who suffer from erratic win-loss cycles. People afflicted with the sisyphus syndrome. In almost every case, their problems conform to the circumstances discussed in this article. One important symptom is an obsession with "talking" horses and horse racing nonstop.

By rights, this is one of the most boring subjects, especially to others, that I can think of. Such monomania is unhealthy. Horses and horseracing can be a means to a very happy end: a profitable business venture. There are times when business should and NEEDS to be discussed. But at the dinner table? During every waking hour? NO! If you're this kind and your spouse came to me for therapy, I'd do what any self-respecting marriage and family counselor should do: recommend divorce. Well, maybe not, but the winners I know only talk horses when circumstances dictate.

I have enjoyed many a social occasion with James Quinn, Tom Brohamer, even with Bill Quirin and Andy Beyer where horseracing was never discussed. Steve Davidowitz would rather talk music and philosophy. Mark Cramer much prefers discussions of modern Jazz. Jim the Hat and Bob Purdy almost always dwell on far more ribald subjects. Dick Schmidt and I never mention horses on social occasions. We KNOW our wives would divorce US!

Horseracing for us is a business. It should and does dominate our business meetings. Beyond that, our interests lie in the enjoyment of the fruits of our endeavor; expanding the limitless horizons of life. In short: smelling the flowers along the way. So my prescription is this:

STOP DELUDING YOURSELF THAT YOU ARE HANDICAPPING HORSES!!!

In truth, you are NOT. For us, horses are but names. Symbols in a financial journal called the Daily Racing Form. A racetrack is merely an arena where these symbols generate a set of numbers to be used for investment analysis. Even the names of these symbols have numbers when it comes time for investment. The tellers insist that we give them the horse's number, not its name.

What you're really investing in is the potential value of that symbol at the end of a short term investment. It might just as easily be copper, GM, cotton or pork bellies. Our trading sessions are foreshortened. About 28 minutes apart. Our investment decision are based on an analysis of Racing Form numerical symbols that are indigenous to our profession. In essence, we invest in our ability to properly analyze the potential value of a commodity over a trading session that lasts from a little over one minute to as long as two minutes and a few seconds. We are investing in our ability to predict that value and make a profit. The profit potential lies NOT in just a single area, WIN, as so many other investors think, but in many areas: Win, Place, Show, and exotics. We also have the new "gimmick" bets like the pick 6 and pick 9.

In short, you are investing in the strength of your own ego. Your ability to make short-term predictions. The measure of this ability cannot be determined by one, or even a few events. It must be evaluated over at least a twenty event cycle. This is where we have an advantage over the EGO-TIST. For that person, a SINGLE missed prediction can cause disaster. But it behooves us all to work on strengthening our true ego, our persona. To make it strong and stable so that it will never be shaken by momentary failures, never be subject to anxiety attacks that render us emotionally and intellectually impotent and incapable of making those short-term value decisions on which our business depends for profit.



A few months I was one of the speakers at the Seventh International Conference on Gambling and Risk taking at the University of Nevada, Reno. In several Psychology of Winning columns and in talks at seminars I have alluded to the push under way to have "Compulsive Gambling," or "Pathological Gambling" as the Health care professionals like to call it now, declared a physical disorder rather than a mental aberration.

Least you think I'm making it up, here it is; right from the horse's mouth, so to speak.

#### A SEARCH FOR BIOLOGICAL SUBSTRATES TO PATHOLOGICAL GAMBLING

Alec Roy, M.B.

Bryon Adinoff, M.D.

Laurie Roehrich, B.S.

Robert Custer, M.D.\*

Valerie Lorenz, Ph.D.\*\*

Markku Linnoila, M.D., Ph.D.

For Proceedings of Seventh International Conference on Gambling and Risk Taking

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Recent years have seen a number of reports linking disturbance in monoamine neurotransmitter function with aberrant behavior. In 1979 Asberg et al. reported that significantly more of their depressed patients who had attempted suicide had lower cerebrospinal fluid (CSF) levels of the serotonin metabolite 5-hydroxy-indoleacetic acid (5-HIAA) than depressed patients who had not attempted suicide. Since then other studies in other groups of psychiatric patients have also reported significant associations between low CSF levels of monoamine metabolites and suicidal behavior, though there have been a few negative reports (reviewed in 1).

Recently, Linnoila et al. (2) examined CSF 5-HIAA levels among male murderers and attempted murderers undergoing forensic psychiatric evaluation. They found that CSF 5-HIAA levels were significantly lower among the group of impulsive violent offenders than among nonimpulsive violent offenders who had premeditated their crimes. In a second study this group reported that impulsive male arsonists, who had not set fires for financial reasons, also had significantly lower CSF 5-HIAA levels than controls.

The results of these two studies led Linnoila et al. suggest that low CSF 5-HIAA levels may be associated with poor impulse control. Although CSF 5-HIAA levels are an imprecise indicator of brain serotonin turnover, we and others have speculated that some individuals may have a defect in their central serotonin metabolism which manifests itself in poor impulse control leading to attempts at suicide or violence towards others (3). In order to further investigate this hypothesis we decided to study another relatively nonviolent group of individuals with putatively poor impulse control (4). Pathological gambling is classified in DSM-III as a disorder of impulse control.

We studied a consecutive series of 19 male patients who met DSM-III criteria for pathological gambling. All were studied as inpatients. All had been actively

gambling up to the time of the study. The 2 gamblers who were taking psychotropic medications were slowly withdrawn and all inpatients were medication free for at least two weeks before study.

The gamblers were compared with 20 male normal controls who had a mean age of  $37.5 \pm 18.7$  years. They were interviewed by a psychiatrist to exclude past or current psychiatric disorder and were free of a family history of psychiatric disorders. Controls had a normal physical examination including chest x-ray, EKG, and routine blood test, and were medication-free for at least 4 weeks prior to the study. All patients and controls followed a low monoamine, alcohol-free, and caffeine-restricted diet during the study. All controls were also studied as inpatients.

Two 24-hour urine samples (7:00 am to 7:00 am) were collected into 3% sodium metabisulfate and aliquots were kept frozen at  $-20^{\circ}\text{C}$  until analyzed. Only subjects with two samples with a volume in excess of 900 ml were accepted for the study. Total urinary norepinephrine, normetanephrine, 3-methoxy-4-hydroxyphenylglycol, vanillylmandelic acid, dopamine, and homovanillic acid concentrations were measured with mass fragmentography after hydrolysis of conjugates.

On a separate day, after fasting from midnight to 8:30 am, subjects were asked to lie flat on a bed and a butterfly needle with a heparin lock was placed in an antecubital vein. Thirty minutes later, at 9:00 am, blood was taken and placed immediately on ice. Subjects were then asked to stand and, after standing for five minutes, a further blood sample for NE determination was taken in the standing position. Plasma was separated in a refrigerated centrifuge and samples were stored at  $-70^{\circ}\text{C}$  until assayed. The assay for plasma levels of NE involved extraction with alumina and high pressure liquid chromatography with electrochemical detection (HPLC-EC). Levels of plasma free MHPG, from blood drawn in the lying position,

were also determined using a gas chromatography/mass spectrometry (GCMS) method utilizing deuterium-labelled MHPG as an internal standard.

In the 19 male gamblers and 20 male controls a lumbar puncture (LP) was performed. All LPs were performed between 8:30 - 9:00 am with the subject in the lateral decubitus position. All subjects were fasted and at bedrest (since midnight) prior to the LP. The first 10 ml of CSF was collected as a pool and placed on ice at bedside, subsequently aliquotted, and then frozen at -80 C until the time of assay. CSF levels of MHPG, HVA and 5-HIAA were measured using high performance liquid chromatography with electrochemical detection (HPLC-EC). We also determine CSF levels of corticotropin releasing hormone, neuropeptide Y, diazepam binding inhibitor, ACTH, growth hormone releasing factor, somatostatin and neurotensin.

The main biological findings of our study were that the gamblers had a significantly higher centrally produced fraction of cerebrospinal fluid 3-methoxy-4-hydroxyphenylglycol (MHPG) than controls. Also, gamblers had significantly greater urinary outputs of norepinephrine than controls. There were no other significant findings.

These results suggest that pathological gamblers may have abnormality in their noradrenergic system. Functioning of the central noradrenergic system has been postulated to underlie reward systems in the brain. Thus, our findings are compatible with abnormal central mediation of reward in pathological gamblers.

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# THE PSYCHOLOGY OF WINNING

BY HOWARD G. SARTIN, PH.D.

We have discussed at length the negative impact of guilt and anxiety, and the ways in which they erode successful handicapping. We have probed the effect of parental-social injunctions against gambling and how our response to them creates a subconscious need to lose. What we have not examined is the effect of conscious, self-determined and rationally justified ATTITUDES that are highly predictive of failure.

To begin with, our own attitude is arbitrary and decidedly egomaniacal. By implication, if not direct statement, we are high-handed, elitist and intolerant of much of mainstream thinking in the handicapping field. We insist on a practitioner-patient relationship with our clients that pre-empts the concept that the "customer" is always right. Under the circumstances, it is amazing that we have as many clients as we do. Our haughtiness is pretty good insurance against us ever exceeding our set limitation of 1,000 successful clients.

Our attitude is by design. It is part of a game-plan based on the goal of creating winners, not customers. It is definitely non-commercial: we've had enough good publicity to attract thousands of clients at considerably higher cost. I made this decision going in with my eyes wide open. I don't regret it. We've lost several PIRCO Charter Members who disagreed with my stand. They looked upon their participation as a map to a gold mine rather than a chance to help themselves at the track while contributing their time to helping others. In each case, they pirated the method for sale; and in each case their greed exceeded their handicapping skills and their dream of riches faded. Each of these persons is living proof of the fact that when you break faith, you lose faith. Faith is belief; and without a strong belief system, one cannot win at the races.

In light of our own haughty, arbitrary attitude, it may seem a little hypocritical for me to criticize or condemn the attitudes of others. But that's what I'm about to do. I'm a big sports fan. Boxing and football are my favorites. Baseball for the play-offs and World Series only. And the championship series in professional basketball. Perhaps it is because my ears are attuned to it, but I seem to hear the professional commentators of sporting events talking more and more of attitude, mental set, determination, will power, etc. Ara Parsegian, Dick Vermeil, John Madden, the guy on Monday Night Football, all of them seem to emphasize that physically many teams are equal, but the main ingredient of champions is their Mental Set: ATTITUDE!

I worked with Bobo Olson (the boxer) after he was dethroned as middleweight champion. He was getting knocked out before the punch arrived. He was depressed, mismanaged, floating in a sea of anxiety and non-confidence. When these factors were corrected, he went on to



become the number two challenger for the light-heavyweight crown, losing legitimately to Torres and then retiring. But ATTITUDE prolonged his career by four years and got him out of debt. He was never again the physically intimidating brawler he was as a middleweight, yet through determination based on attitude, he was able to alter his style and fully utilize his depleted skills.

In our last seven Seminars, I, along with the PIRCO Charter Members, have witnessed mass attitudes that were stellar examples of human beings determined -and destined- to become winners. The positive response and interpersonal communication was truly inspiring to us and to those in attendance. It was spontaneous, contagious and financially rewarding for most of the attendees. In Las Vegas we were not so politely asked not to return to the Palace Station because we created a \$26,000 deficit at the race book.

Our next foray to Vegas at the Marina had the manager looking for me, "take me to your leader," with venom. Two trips to Saratoga produced a bevy of winners, even for newcomers. Michael Schertz had a pick six consolation using only one horse per race. In Omaha, where we accompanied the clients to the track, the worst of them had six of nine on an eleven race card. The best, eight of nine.

Our first venture to the Aladdin in Vegas produced their first ever negative days in the racebook. There was little recrimination by management because Glenn Smock was acting as a sports betting agent for a high roller who was placing about half a million a year through the Aladdin sports book. Besides, Tony, the assistant manager was a client. However, our October, 1988 expedition to the same Aladdin caused an eruption akin to that of Mt. St. Helens. The hotel was great. The meeting room first class. But oh what a difference in the book. Glen's client was no longer betting, Tony was gone and after a few big exactas, quinellas and four horse win parlays, the manager was looking for "the guy in charge."

They wouldn't let us have Racing Forms. Even put up a sign: "No Forms for Seminar People." Their betting machines locked up virtually every time ANY of us went to the window. Clients from all over North America, newcomers and veterans alike, were being harassed. Seven people, only three of them Charter Members, were cut off entirely. Others saw the handwriting on the wall and went down the street to Bally's. PIRCO Charter Members, myself included, were freely going over races with any client asking for help, and everyone who participated was having a wonderful winning experience.

One new client, whose friends told him that he was wasting his money to attend the seminar, that all those computer methods were losers, was ecstatic. He had seen it done! He had done it! Not just once, but consistently over three days by LOTS of people. This was all he needed: to KNOW that it COULD be done.

We received more phone calls and truly rewarding letters from this seminar than from any other. It was the best, the very best, they said. One person stated that he was on such a high as a result of the experience that the subsequent depression when it was over was

almost unbearable. WHY then did ONE SINGLE PERSON fail to feel any of this? Why did he alone write:

Dear Howard:

I feel it necessary to make a few comments regarding the recent Las Vegas Seminar.

You and other charter or teaching associates continue to say "READ THE MANUAL!" Believe me, I do but there are times when I apparently do not comprehend the written word and need to see and hear specifics from people who do. Call it ignorance but I'm certain I am not the only one in this particular boat.

I do NOT call it ignorance. I call it attitude. To charge \$225 to rehash what has already been written would be easy. It would require no preparation on our part. We would be contributing nothing new and the result would be . . . blah. This man has been with us for at least three years. He is a well educated, highly successful executive in a field that requires wit and assertiveness. For him to "play dumb" is totally out of character.

Admiring Jim Bradshaw or Tom Brohamer for the results which they apparently achieve and then hearing their "intuitive" analysis is, again in my opinion, not helpful. Neither of these gentlemen, or for that matter, anyone else, spoke directly of using the computer methodology now and the subject of READOUTS was almost completely untouched upon.

On the contrary. Neither Tom nor Jim applied any "intuitive" analysis. Jim made a point of stressing that he COULD NOT communicate his intuitive powers, so he stuck strictly to "just what is in the manuals." It's on the audio tapes: "I don't know nothing but what's in the manuals." Brohamer made two incisive presentations on picking contenders based on the Match-Up procedures we have stressed and those that most accurately reflect classic handicapping thought. Bob Purdy spent much of his presentation on interpreting readouts and I elaborated on the subject Saturday night and Sunday morning.

In short, I attended for some very specific reasons and my personal needs were not fully met. Certainly the psychology of winning is a prime ingredient but in my opinion, much too much time and effort were spent on that subject. Of the roughly 275 attendees, you stated that approximately 125 were new clients. Again, in my opinion, they needed re-enforcement of attitude far more than clients who have been working with the methodology for years!

Each Charter Member, in his/her initial remarks, stated that if anyone had any problems or questions that were not covered during any presentation to feel free to meet with them personally. No one indicated that the writer of this letter approached them for personal "needs." But a whole bunch of others DID, believe me.

As a result of someone asking for their money back from a previous Las Vegas Seminar because I spent too much time on the "psychology crap," I barely mentioned it this time. Ginny Butler spent 7 or 8 minutes on it, but I made it a point NOT to dwell on it. Two quotations from Shakespeare come to mind in responding to this charge: "This was the most unkindest cut of all . . ." and "When I had most need of blessing, the word Amen stuck in my throat." This person, like the one who protested against our including too much "psychology crap" last year, is most in need of the psychology of winning. Why? Because, he states, he's been with us for years, as was the complainer from last year. It only took me 9 months to develop the Method. And I can say with absolute assurance that both complainers truly believe in their hearts that they are one hell of a lot smarter than I am.

There certainly are specific areas which I need to improve my efficiency level from the 52% I am experiencing to the above 63% needed for economic consideration when planning on investing full time.

To have been with us for years and still be doing only 52% is reflective either of our failure or of user attitude. Since I'm keeping this person anonymous, let me tell you a little about his attitude:

- 1) After having the method for less than a year, he opened a TOUT service, offering his choices to the public for a fee.
- 2) He came as a guest to a Beaumont workshop. I happened to get sick that afternoon and turned the clinic over to Dick Schmidt and Marion Jones. After I left, this person began a recital of: "If you're so smart, how come you're not rich?" He was making reference to our less than elaborate offices and my beat up 1978 Volkswagon Rabbit. I'm sure I was well defended by Marion and Dick in that matter, however my daughter got so riled up she went out and bought two new cars and a year old, low mileage used car. Also, we moved into new, (slightly) more elaborate offices at triple the rent. Ah, what price vindication.
- 3) And this is the topper. At the Las Vegas Seminar, after Jim Bradshaw reviewed a race at Hawthorn named after the PIRCO STUDY GROUP in Chicago, a race won by Bob Cochran's entire group, our complainer announced loudly from the floor: "I wouldn't bet that horse with your money!"

So his problems are obvious. He has taken an attitude counter to the teaching of the Methodology. Quite simply, he has only to conclude twice in every twenty races that he would not bet a horse with "our money," much less his, to achieve a 52% win proficiency instead of 63%. The reasons he gave for being unwilling to bet the horse were based on inapplicable class factors. Class factors that might have been viable in a high class race at Santa Anita, but NOT at Hawthorn. His problem is that he wants to adapt the Methodology to his prejudices rather than adapt himself to the Methodology.

I guess my biggest disappointments, by far, were things that did not occur but were promised in the letter announcing the seminar. (a) "In the afternoon (Sat.) we'll break into small groups to cover specialized subjects, etc." which was one of the main reasons I attended.

Here he has a legitimate complaint. The hotel was unable to provide us with additional space for small clinics, so we adapted to reality by focusing doubly for the entire audience on the subjects planned for the small groups. Adapting to reality is the essence of successful handicapping.

Additionally, I wanted to experience the "Sunday afternoon workshop" and watching a charter member going through races that had not been run in the past and to do this completely as the appropriate manual and computer program (Synergism, Ultra-Scan whatever) dictates.

We simply ran out of time. The hotel needed the room. We announced that all the Charter and Teaching members would be happy to work races with anyone needing help. Most took us up on it, causing the previously mentioned punitive reaction from the racebook. Needless to say, I returned this gentleman's seminar fee even though, to his credit, he did not ask for it.

What does all this mean to those of you who did NOT attend the seminar? Are we talking specifics? NO! We're citing a specific instance to demonstrate a generality. ATTITUDE. Positivity is our point. If we wish to find fault, we will. If we concentrate on what we DO NOT have, we will never benefit from what we DO have.

Here is an excerpt from a letter I received from a guest at the Las Vegas seminar; a man who is a noted handicapping authority, author and publisher. He is respected as one of the few honest people in the field.

At the cocktail hour, I talked to many attendees I had not previously met. Without exception they stressed two themes: (1) Excellent content, mind-boggling, sure learned a lot. And (2) I'm tired out. Brain weary. Gotta sort it out. Congratulations.

That from a man who by commercial standards is a competitor. A friendly and gracious competitor with an unselfish and giving ATTITUDE. Even as he gives of himself to his clients, he is able to receive the concepts of others with an open, healthy attitude, putting aside, for the moment, his own precepts. He was invited as an observer because he is a fellow seeker. His name, by the way, is Bert Norman.

If he can have such an open attitude, one must wonder who even one of our own clients should fight the very method they seek to win with. Why even one should be on a different page.

There IS a time when it's perfectly acceptable for you to get just as arbitrary as I am. A time to say: "I wouldn't bet that horse with your money!" A time to say: "Shove it, Doc." That time is AFTER you are winning consistently enough to know you're better than I, or any of the Charter Members. Then you won't need us anymore. We'll have done our job. Until such time, why not let us do the prescribing? You take the medicine. Until that time, just the the horses with YOUR money.

# THE PSYCHOLOGY OF WINNING

BY HOWARD G. SARTIN, PH.D.

There were moments when Dick Schmidt and I considered making this December issue, our holiday issue, all sweetness and light. But that's not why you subscribed to The Follow Up, so Scrooge prevailed. Often I get the impression I started this series from the wrong stance. Perhaps we should have titled it:

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## **The Psychology of Losing & How to Profit from It**

"THERE ARE DAYS WHEN IT TAKES ALL YOU'VE GOT  
JUST TO KEEP UP WITH THE LOSERS."

Robert Orben

My Guru, or chief mentor, in the field of psychology was Dr. Donald P. Wilson, as insightful and learned a man as ever lived. Among his achievements was a 1953 best seller and Book-of-the-Month Club opus entitled My Six Convicts, which Stanley Kramer made into a big box office movie. After the book's success, Dr. Wilson and I toyed with the idea of another book to be called: The Positive Power of Negative Thinking. Norman Vincent Peale's The Power of Positive Thinking was all the rage back then.

The thesis of the book was to be that more was accomplished as a result of loser mentality, i.e. negative thinking, than by positivity, per se. An entire sociological structure, in its relative infancy back in the fifties, was about to emerge. Here are some of its elements:

- 1) Extreme governmental concern when employment is HIGH! (When everyone is working, they say, it creates inflation)
- 2) Extensive budgets for curriculum for below average children. NO special budgets for the gifted. And further, NO programs that search out the gifted regardless of economic status of background. In other words, a social emphasis on the sub-normal and mediocre.
- 3) Abnormal concern for welfare budgets. From reading the newspapers one gets the feeling that this nation teeters on the brink of disaster if welfare budgets are not exorbitant. Ironical in light of the equal concern for too HIGH an employment figure.



- 4) Our social structure's emphasis on questionnaires, the answers to which are dedicated to classifying and categorizing the populace according to groups. Once this is done, sociologists are hired by the thousands to do something useful with the information. Both the information and most sociologists are essentially useless to begin with, so if the government were to fire all the sociologists it would eliminate the perceived problem of over-employment.
- 5) As a result of category 4, many gifted children are relegated to classrooms for the emotionally disturbed, where sociologists disguised as teachers persist in telling them about their "problem" so they grow up behaving disturbed instead of gifted.
- 6) As a result of category 5, many of us who might protest that our entire social structure is based on the misconceptions of mediocre people disguised as authorities, are bullied into inaction.
- 7) To hide their own mediocrity, these authorities spend our tax money to encourage, in fact reward, mediocrity.
- 8) Result: a mediocre society that looks askance at those who would abandon such thinking in favor of autonomy.

With so much social emphasis on people's PROBLEMS and people with problems, it is easy to understand why most people would prefer to be NON-WINNERS. Look at all the attention non-winners get, even in our own esoteric little world: special manuals and classrooms are conceived for their benefit; Dial-A-Hat, Dial-A-Dick, (Editor's Note: I BEG your pardon! Dial what?) Dial-A-Doc and free follow up service is provided.

Guys like Leon Brodeur, who just won \$111,000, are dismissed as lucky freaks. Paul Colwell, George Richter, Lars Erickson, all had initial problems but persevered. The reason? They never, ever wanted pity or that special kind of attention that non-winners cry out for. In short, they never wanted to play one of society's favorite games: Poor Little Me.

Throughout the ages, Poor Little Me has been a profitable game. Otherwise people would not go on playing it. It is a favorite marriage game and properly acted out can be supportive to both partners, if both play their roles exactly according to game plan. The wife is always helpless in circumstances where the Male Macho needs to dominate. The male is always inadequate and passive in areas where the female Maternal Protectiveness must assert itself. This kind of arrangement works out well for non-winners who's wives will give them comfort when they come home from the races with an empty wallet.

"It's all right, baby, mommy understands." This kind of woman understands because the thing she fears most is a husband who does not

need her mothering. Dame fortune, or Lady Luck, are the mistresses she does NOT want her husband to court. They are lovers, not mothers. Autonomous men are not seeking to marry their mothers. Autonomous women bear children, they don't marry them.

Yet we support and acquiesce to a social structure that encourages helplessness. I just read a startling report on how much money Americans spend each year on:

- 1) Psychotherapy designed to improve self image.
- 2) Audio and video presentations on building a better self image.
- 3) Books and home courses on assertiveness and self-reliance.
- 4) Books and lectures, in general, on the above subjects.

The total was BILLIONS of dollars! All being spent on a subject that was supposed to have been an integral part of parental training and public education. So it is no wonder that many of us are literally frightened by the thought of consistently winning. Winning imposes a sense of personal responsibility. Noblesse Oblige, if you will. "Nobility Obligates." It's in the dictionary (otherwise I wouldn't be able to spell it). It is a French term, ritualistically taught to the offspring of well bred families throughout Europe and, once, even in America. It is a term used to denote the obligation of honorable, "superior" or noble behavior associated with people of high rank or birth to those less fortunate.

Our national problem stems from an infusion of Marxist philosophy, which makes it socially repugnant to think and behave as an elitist. It is considered reprehensible to regard oneself as superior, but encourages as laudatory an "Ah, shucks, t'aint nothin'" phony humility so popular with TV heroes. Rising above the astounding mediocrity that dominates most American handicappers, 99% of whom lose despite all the books and other information extant, is a noble achievement. It deserves an elitist position.

Once accomplished, the individual is forever blessed, or doomed, as the case may be, to manifest noble behavior. To be more giving, more tolerant and more generous to others. True charity begins not with the imposition of socialistic laws demanding an inequitable splitting of the pie in favor of the inept, but with the recognition by those who "have" their obligations to those who have not. When we impose a social sanction against nobility of elitism, we say that NO ONE is noble, hence no one has the obligation of the noble, and only through legislation can we dispense the pieces of the pie.

The whole structure of PIRCO is based on the obligation of those who have profited from the help of others to give help back freely to those who need it. There is no law or rule that says this must be done, EXCEPT the "law" of Noblesse Oblige.

This did not start out to be a "Christmas" message, but I might urge all of you, non-Christians and Christians alike, to consult your Bible, your Talmud, your Koran. They speak of the nobility of kings, of the All Mighty, glory, triumph, magnificence, splendor. The whole Jewish renunciation of Jesus as the true Messiah is based on the fact that He did not come in splendor and in might as befitting the true King of Man. While Jesus blessed the poor, He also said: "The poor will always be amongst us," comprehending an eternal sociological problem and offering heaven as its only solution.

The "Christmas" message was NEVER one of communistic "heaven on earth." It is so incongruous that many people say Jesus was a communist. Far from it. He taught that truth would always be disparaged by man on earth; and that all who possessed and followed it would be condemned or derided by their fellow man. Yet He taught that those who possessed the truth should be willing to take a chance and SHARE it, despite the potential for derision.

He did not quite go so far as to say chop down other people's totem poles, put up crosses and if they resist, slay them. That interpretation came from missionaries and crusaders at a later date. The true message that springs from all three of the holy books that dominate our thinking is one of rising, ascension, reaching the heights. In short, nobility.

Nowhere do these holy works promote self pity, or the game of "poor little me." Each, in its own way, says: rise UP! Seek the truth and the truth will make you free!

What greater freedom than autonomy? Of NEVER having to grovel or to compromise dignity in return for security. The way is NOT easy. But there is a way! And nobody is suggesting that you have to fight lions or gladiators to find it.

Nor are we condemning those who continue to ask for help. Far from it. We only ask that you dedicate yourself to benefiting from that help and not using it as a drug. I don't know who coined the phrase: "God helps those who help themselves," but it's a good one, although somewhat misused. (Editor's note: it was Ben Franklin) Perhaps "God helps those who will, with God's help, help themselves," would be more appropriate.

# THE PSYCHOLOGY OF WINNING

BY HOWARD G. SARTIN, PH.D.

I just received a letter which goes right to the heart of the reason for this column. It relates purely to personal psychology and NOT to the Methodology itself, as you will see. I could not have manufactured a missive that was more pertinent to an issue that many clients still face; and one which ALL of us faced at one time or another. Here is the letter in its entirety:

Dear Dr. Sartin:

I have started this letter in my mind more times than you can imagine. Today I am determined to begin it on paper and finish it before the day is over.

I have been "playing" the horses for a short period of time on an infrequent basis - usually Saturdays and Sundays only. I became interested in it initially because my husband had become interested in it as an investment (winning) so I tagged along and just LOVED watching those beautiful horses run!

At first I could only get myself to place \$2.00 Show bets and I picked my horse by jockey, color, number, etc. I did quite well actually - considering I never even looked at a race form.

As my interest progressed I began using all the "gimmicks" that my husband would send for. They might work for a short period of time. Others never worked at all. But my love of the sport and watching the horses grew rapidly. I never felt an overpowering urge or need to bet at all - I just liked watching the horses.

One Saturday last summer at Golden Gate I attended a morning seminar at the track and met, by chance, a very wise gentleman who was kind enough to talk to me and my husband about the actual mechanics of racing. Most handicappers will not discuss their "secrets" with others. However, this kind man was not secretive and seemed interested in helping us in our floundering. He showed us all kinds of computer print-outs filled with numbers and rows and columns that meant nothing to us. However, he said one thing that caught my attention. He said that it all comes down to finding the fastest horse and then comparing the rest of the field to see who and if any one of the others could beat him. My God, could it really be that simple? Well, not quite, but close.

He went on to tell us about your methodology and invited us to visit he and his wife sometime soon. We did -- and he opened up a whole new thought for us on horse racing.

We attended one of your seminars in Beaumont and began using Synergy ASAP. When Bay Meadows opened we were ready and won almost every bet we placed. At first, we discovered that FX/WX was the most powerful factor in August and September. Then, something changed (track, class of horses, or something) and the most powerful factor changed to TT. This was all so incredible.

We had a real partnership going here. I did (and do) all of the handicapping, eliminations, enter the contenders into synergy and analyze the print-out and make the betting selections. My husband places the bets because I STILL am not able to place more than a \$2 bet whether it be to win, place or show.

THAT is what all of this is leading to. My inability to bet! I want to be able to do this on my own. My husband doesn't have the time to do the handicapping, etc. and his handicapping skills do not seem to be as sharp as mine. So we can't trade duties so that I am FORCED to place the bets. I am hoping that you can give me some kind of advice or shed some light on why I have such a hard time parting with more than \$2 - even when I am winning more races than I lose.

Being unemployed, I would love to be able to do this for a living - but I can't live on the pay-offs from \$2 bets. (My husband is a licensed, professional Toxicologist) When I do lose it devastates me to the point that I can't bet at all and I have to stop and re-group to continue.

I have no qualms with the methodology. I thank you for developing it and I thank that gentleman at Golden Gate every day for pointing me in your direction. My problem is my inability to bet! HELP!!

P.S.

My belief in your methodology and my analysis of the race did lead me to my biggest mutual on October 10, 1988 at Bay Meadows - \$162.70 for a \$2 win ticket on Rambo Rhyme. I was elated!!

One of the problems inherent in the fields of psychiatry and clinical psychology is an apparent need on the part of the practitioner to seem omniscient and unfazed by the emotional turmoil of life. The messianic "superman" role assumed by most clinicians is patently false and may well be responsible for the atrociously low "effectiveness level" of psychotherapy in general.

The "cure" rate of the Institute is acknowledged by the psychiatric profession as the highest ever achieved in the field of "problem gambling." The reason for this is simple. Our procedures and techniques stem from the weakness and the failures of the founder. ME!

This methodology was built not on my abilities, strengths or knowledge, but rather on my inadequacies, fears and abysmal ignorance of all things equine. I have always been willing to take intellectual and social risks, but not physical or economic ones. The problems posed in this letter were my problems. In fact, virtually every problem any of you has EVER had were at one time my own.

I can tell you how to "overcome" problems because I had to learn to overcome them first. I was not blessed with the bravado of a Purdy, a Schmidt, a Brohamer or Pizzolla. These people were raised on risk. They learned early in life that success was achieved only through failure. I had the kind of childhood that precluded failure. By luck, design or kind fate, I never suffered any real or traumatic setbacks. I was simply programmed for success. So, upon undertaking the mission of creating a methodological procedure for consistent profits through horse racing, I was faced for the first time with an overpowering FEAR OF FAILURE. My guts were literally in turmoil.

To understand fear, we must accept that ALL fear is essentially fear of death, which is nothing more than fear of the unknown. A person attempting to predict the outcome of a horse race faces death, or failure, with each event. Being in battle in World War II produced the same effect. Fear of the unknown; fear of death. Ironically, many of us, myself included, experienced almost the same terror in committing ourselves to a wager at the track as we felt during the Battle of the Bulge.

A soldier's fear, however, is tempered by a sense of heroism, of facing death in a noble cause. Horse racing is not regarded by society as a noble endeavor. Quite the opposite. So, we must face losing with no sense of heroism. Thus there is no redemption in a loss. Consequently, those who aspire to a life of winning at the races are usually the most emotionally fragile of individuals. Most of us are acquainted with a few who are the exceptions to this rule. They don't need this column. The rest of us do.

Fear of failure is self-generating. Each failure enhances the problem. Since there is no such thing as winning them all, failure is an inherent quality in the pursuit of success. Like business overhead it must be met and overcome by sufficient success to pay the rent and produce a profit. All business people know this. Most horseplayers never regard what they are doing as a business, so they fail to implement normal business procedures; the first being KEEPING RECORDS.



Before a business person can set up records, a knowledge of the business itself is essential. If one fails to comprehend fully the business one goes into, one can hardly expect to succeed. Here is a step by step description of my own procedures for going into handicapping as a business, starting in 1974.

1) Determination. Dedication. I dedicated myself to finding a winning procedure which I was determined to pursue to ultimate success.

2) I had to first find out if there ALREADY was such a procedure on the market. No sense in re-inventing the wheel.

3) I read every book and tried every system available; faithfully following the rules. I was able to glean a small win advantage with: Ray Taulbot's Pace Calculator, the Cal-Q-Meter and the Sullivan and Adams Super System. Each of these, however, produced losing streaks that overcame their win potential. I met winners who succeeded by "seat of the pants" race analysis, much like that recommended by Jim Quinn today. I was the worst seat of the pants analysis extant. I could NEVER produce more than two or three winners in ten this way.

4) So I developed what is now referred to as the basic Phase III Methodology and won at a 60-63% level with regularity.

5) So, you can eliminate steps 2, 3 and 4 because that much has been done for you.

6) Even at 60-63%, I did NOT make any real money. WHY? Because I was AFRAID to bet enough to overcome the attrition of normal expenses.

7) I accepted the fact that I was, at this point, a wimp and chose to go on betting \$2 and \$3 and losing a little money each 20 race cycle until I had full sets of result sheets for 500 races that I actually bet on. I had 500 separate sheets of paper with rankings from MY handicapping and with results, showing win, place and show payoffs.

8) I took these 500 sheets and threw them on the living room floor upside down. It was like having a deck of 500 cards, face down. I then proceeded to pick up 20 sheets at a time and carefully recorded my random proficiency by win, place, show and R.O.I. per 20 race cycle. Then I threw the sheets on the floor again and repeated the process. Over and over. The end result was, after 100 random cycles, I failed to make a profit in only three. That was FLAT betting, by the way.

9) Having read Huey Mahl's dissertations on the Kelly Criterion, I saw demonstrated, time after time, how fast a \$100 bankroll could multiply with a proficiency far less than my 60-63%. Buoyed with the confidence gained through my random sampling of 100 sets of 20 races, I was willing to risk \$100 (Big deal. I was paying out twice that buying dinners to celebrate winning \$20)

10) I took the \$100, plus \$26 I had in my pocket, got a motel in Calexico, and walked to the Foreign Book in Mexicali each day. My first bet total was \$10. \$6 on the low odds horse, \$4 on the high odds.

Murphy's Law was in full reign and I made every dumb mistake possible. Yet in six days, I had \$324. I lived on Church's take-out chicken the entire time. The result was I stopped being a chicken for all time. I had previously vowed many times to apply the Kelly Criterion, but kept putting it off and weaseling out at \$20, always vowing "next time I really will." This time I did it, and the rest is history.

Aristotle said it:

We are what we repeatedly do. Excellence, then, is not an act, but a habit.

By applying the Methodology 500 times and losing small amounts of money to attrition, I developed a habit of winning races. I checked and re-checked my results at random until I was sure I could not lose. Then, and only then, did I start betting enough to really win. Put your monetary greed aside. Go on betting \$2 until one day your very being becomes convinced that you cannot lose.

You'll know when you are ready. All at once your spine, right up to the roots of your hair, will tingle. This is called a Clonic Response. It means all your synapses are correctly aligned. Your body is telling you that the fear has passed and you're ready to truly be a winner.

Without step number ONE, this will never happen. Step one was: Determination. Dedication!

There are those of you who have had the Methodology six weeks or more who cannot attain that 63% proficiency level. You represent a different problem. For the most part you are getting your contenders and selecting your pace lines from one set of standards and evaluating those choices by the standards of the Sartin Methodology.

I have unlimited respect for Tom Ainslie, Bill Quirin, William Scott and James Quinn, but their procedure for pace line and contender selection WILL NOT WORK WITH THIS METHOD! PERIOD! You cannot mix and match. You MUST observe our guidelines or you'll lose. And probably blame it on me. This is a holistic method and does not blend with any other procedure, no matter how brilliant that procedure might be. Success with this method is like the old Harry James/Frank Sinatra tune: ALL OR NOTHING AT ALL.

Accept this and you will win. Offer resistance by clinging to mainstream concepts and you'll lose. It's truly that simple.



Take time to deliberate; but when the time for action arrives, stop thinking and go in.

- Andrew Jackson

# The Psychology of Winning

by Howard G. Sartin, Ph.D.

This the 14th installment of this column. Up till now I have focused primarily on the subtle but insidious parental-social conditioning factors that cause so many aspiring handicappers to fail. Most of you have accepted my premise; even supported it by relating "script" messages from your own childhood. Only when I have presented exercises designed to help overcome negative conditioning, have I encountered your resistance. Why?

Quite simply because a majority of people need an excuse to fail. They like these columns because their content seemed to shift the blame for failure onto the shoulders of parents, preachers, society - "Them." Many clients relate "stroke starvation" childhoods in which their parents discounted them, made them feel like dirt, like nothings.

When these memories are loosened from the subconscious into conscious thought they are accompanied by a wave of self-pity, a "well, no wonder I fail," response. So when they diligently handicap the races at home and pick a bevy of winners and then go to the track and bet contrary to their rationality, they merely say, "I just can't help myself. I am the VICTIM of my conditioning."

This is called Determinism. Determinism is the opposite of determination. Determinism is the psychology of Sigmund Freud. He said that we have NO WILL of our own. That what passed for WILL was a manifestation of the ID, or child stage of our ego development where we want what we want and want it NOW.

Freud concluded that parental conditioning and biological predispositions so sublimated the WILL (self-determination) as to make it impotent. This suited his patients perfectly. They came to him at a time when structured Judeo-Christian morality was in full flower. Freud provided an explanation for their psychological morbidities and an excuse for their "moral" failures and hysteria symptoms.

Cure, in Freud's eye was an obscure potential on a distant plain. His psychoanalysis was protracted over many years and designed to offer his patients insights into their unconscious love/hate feelings for their parents which was at the center of all their problems.

Today, most people willing to acknowledge their own psychological problems still lean on Freud's Determinism as an excuse for their failure to achieve autonomy. They are not lacking in insight. Today's neurotic is the most insightful of any in history.

Adler was the first of Freud's trinity to break with the concept of Determinism. He saw our internal war with our parents as a battleground of Superiority/Inferiority. All achievement in Adler's view was the result of "over-compensation" for our childhood feelings of inferiority imposed by parents. In rebelling against Freud's doctrines Adler became the first Psychoanalyst to recognize the WILL.

In our own time Abraham Maslow and my old professor Gordon Allport furthered a psychological school that fostered self-determination.

This school says we need NOT be the victims of Determinism. That through insight we can indeed control our own behavioral responses by the manifestation of WILL. The term Will is not synonymous with Freud's Idinous "I want." It refers more to the self realization of the SELF as a responsible entity in tune with the spiritual and the physical persona and interpersonal relationships with humanity.

If Maslow and Allport had worked with handicappers, they would confront any of you who would tell them that while you could win on paper, when you got to the track something came over you that forced you to wager erroneously. If you told either of THEM that you just couldn't help yourself; it was BEYOND YOUR CONTROL, they would gently remind you that you were a con artist; that your conditioning provided "Strokes" or units of ego recognitions from failure. Since you never got praise or recognitions for positive behavior, you opted for spankings, verbal punishment and punitive recognition. You seek a replay of that kind of recognition at the track and assure yourself of it by losing.

If you truly wished to do it, you could abandon your negative stroke dependency with exercises PRESCRIBED to guide you, one step at a time, toward positivity and autonomy. Unfortunately most people would rather stay with a "stroke" source they have always depended upon, no matter how disastrous its consequences.

For those willing to crawl out of the abyss of Determinism and stand on your own feet, head held high, we will offer some exercises the development of the WILL in the next Follow Up.

Here is a post script to the subject of Determinism vs. Will. It comes in the form of a letter from a client who once belonged to a group of players we referred to as the "losers Circle." They hung out at Santa Anita in a solid little band, commiserating their losses and protesting that they had never met anyone outside of Pirco Charter Members who ever won with the Methodology.

I urged this group to disband; stop contaminating each other, put away their Diogenese lamps or find another Method.

Some chose the latter. This client pulled himself up by his own bootstraps. he writes:

"Dear Doc Sartin, Thanks to new Synergism IA (Synergism II for the Sharp 1261) AND Tom Hambleton's research results on the Third Fraction everything is really improving for me. Tom Hambleton's Final Fraction Ratings are really a SUPER breakthrough! I'm the guy who supposedly said the Methodology doesn't work. Except I didn't really say it. I only said I never saw anybody but you Pirco guys win with it.

I guess that's because of the company I was keeping - the one's you called the Loser's Circle. The situation has really improved a lot lately, thanks to Tom Hambleton. Thanks, Doc, for turning my life around."

He goes on to cite instances when Median Energy over 70% and 3rd fractions under 50 f/p/s won races. Jay Elliott did an extensive study on this. In each case the races were won by lower class horses; usually fillies, OR when the Total Energy was below "LOW" on the new track profile sheet. The other instances were on OFF tracks slowed by rain and mud. We'll be detailing the results of Elliott's study in future Follow Ups.

I cannot help but be amused by references to the 3rd fraction ratings as "NEW DISCOVERIES." They were presented in the original Blue Handheld calculator supplement and in the Yellow Manual itself. The chart Tom and I used to base the FFER numbers on has been in the Match-Up Manual for over a year.

I am still waiting patiently for some "revolutionary NEW development" that was not at least touched on in the Yellow Manual so many of you malign but failed to absorb. Energy, our upcoming graphs and Deceleration were ALL discussed in the original package that included the BLUE supplement, the YELLOW manual and the PINK technical paper.

# The Psychology of Winning

by Howard G. Sartin, Ph.D.

Many people think of "Will Power" as exerting influence over others; the ability to intimidate or to get one's own way. The true power of the will transcends such definitions and is often expressed quite benignly. We are using will in the context of overcoming Determinism. As defined in last month's Follow Up, Determinism is acceding to a fate prescribed by parental/social programming or scripting. Wallowing in negative scripts authored by well-intentioned forebearers offers an excuse for failure and provides masochistic strokes. Since determinists are used to these kinds of units of recognition, many tend to go on accepting them because the alternative, becoming autonomous through WILL, is unfamiliar. Unfamiliarity is the handmaiden of fear, which is anxiety: that eternal knot in the stomach. Before one can exercise the power of WILL, one must learn to define and recognize it.

WILL is multi-faceted. In popular terms, it consists of Good Will, Will Power, Ill Will, Iron Will and a bevy of other expressions. In essence, WILL embodies ALL of the ingredients applicable to self-determination. Without Good Will, Iron Will can be most destructive. So the first power of WILL is benevolence. A union and harmony with others and with Cosmic Powers. The suppression of Good Will perverts the power of all other aspects of will. Hence, the first exercise in recognizing and benefiting from the power of WILL is love; or if that word disturbs you, and absence of malice.

The effective expression of Will includes five stages:

- 1) Motivation/Goal/Deliberation/Reflection
- 2) Decision
- 3) Affirmation/Command
- 4) Planning
- 5) Direction of the Execution of the plan.

Like all journeys, we must begin with step one: Motivation. Be alone. Be comfortable. Close your eyes and let your mind focus solely on one thing at a time. The first project: Define your goals. Do not attempt to do it in WORDS just yet. From this relaxed, eyes closed posture, ENVISION YOUR TRUE GOALS. Above all, do not try channeling them into the field of successful handicapping. Let your mind, in free association, be the executor. Let it lead your visualization where it may.

What is your true goal? What actually motivates you toward that goal? Deliberate on it. Reflect upon it. Keep coming back to the question later, when in a non-meditative state. When you have a firm answer, jot it down. Save it in a private place. You'll need to refer to it later.

If successful handicapping is a part of your stage one contact with the Will, ask yourself: is it an end in itself or is it a MEANS to an end. When you have deliberated and reflected on your goals and sorted out your true motivation, you will reach a conclusion. You



will make a Decision! Write down that decision and put it next to your first notes to yourself. It is most essential that the Decision reached not be a transitory one. It must be FIRM. That is why I stress protracted meditation, reflection and deliberation before Decision.

The next step, Affirmation/Command, is the most difficult. It is here that the power of will often reaches an impasse through conflict with the power of determinism. This is the SICK POINT. If you make a positive affirmation/command and cannot follow through, you will have come face to face with the enemy within that stands between you and your goal. First test it. Assuming that successful handicapping is the motivation/goal, fill this prescription:

- 1) Command yourself to make all handicapping decisions before going to the track.
- 2) Command yourself to take \$100 and make 20 straight win bets of \$5 each; \$3 on the low odds horse, \$2 on the higher odds horse. You will not invest in any daily doubles or exactas. If at any time in this 20 race exercise you feel a knot or queasiness in your stomach, note it. Write it down. When did it happen, and under what circumstances. If at any time during this exercise you feel dizzy, or the sound of the crowd in your ears becomes fuzzy or dissociated, write it down.
- 3) If at anytime during this exercise your inner voice says: "This is silly. You cannot make money on \$5 bets," write it down with a brief comment on what prompted that negative observation.
- 4) If at any time you are tempted to take a flier or are swayed by an odds differential on the tote board or by a commentary from a someone else (friend, stranger, tout sheet etc.), write it down.
- 5) If you lose a race, write down your TRUE reaction. When you WIN a race, do the same, but make a note of your emotions and especially how you feel about making the next wager.
- 6) Note your reaction, your gut feelings, if you leave the track with a losing day. Do the same if you have a winning day.

While this sounds like a simple exercise, it is not. Non-winners will find it almost impossible to complete. If you find yourself in that group, start with ten races, but no less. If you still cannot complete the exercise as prescribed, STOP! You're a victim of Determinism, and no matter how you try to rationalize it away, you will never make it in this field until you have been RE-PROGRAMMED, or what I refer to as Re-Parented.

If you discover yourself throwing your Form and worksheets on the ground in disgust and stomping away from the track; or announcing: "My computer is for sale if anyone wants it," you are telling the world that you are, and CHOOSE to continue being, a slave to Determinism. You have given up your free moral agency. You get perverted "strokes" (ego recognition from playing the game of "Helpless." You did not

receive strokes as a child for accomplishment, but rather from failure or when you were hurt or ill. You are not willing to seek ego recognition from success, because you KNOW you get it, although perversely, from failure. When one has become adaptive to one sure circumstance, it is difficult to abandon it and strike out for uncharted territory. But it can be done.

Go back to that alone, quite, meditative state and re-assess step ONE in the development of WILL: what REALLY is your motivation/goal? The course of our next Follow Up installment will be based on YOUR confidential reaction to this one. Then, eventually, when we have helped those willing to accept help, we'll provide some more exercises in developing the other three stages of WILL.

Your reactions to this test will be appreciated. Your name, of course, will be withheld. Submitting your own response and feelings may be of great benefit to your fellow clients as well as yourself. Send them directly to me, and mark the envelope confidential. No one will read your reactions except me.

\* \* \* \* \*

I'd like to use the remaining space on this page to address your voiced concern over the five part series on the Sartin Methodology in Racing Action. I subscribe to Racing Action, and when I saw my name blaring from the headlines of the first issue, I was almost physically ill. In the next issue, I made the cover; along with Jack Van Berg (an unlikely duo.) I was incensed until I started reading the content of these articles. I had no prior knowledge that this series was to appear and certainly no one asked my permission. I was quite disturbed and was thinking in terms of a legal injunction until I read the content of the first two articles.

They describe the Methodology as it was in 1982 and early 1983. Publicizing our procedures of that era may well be a blessing in disguise. Many, many versions of feet-per-second, pace, velocity programs are now on the market. Some are strikingly similar to our basic Phase III. Others are direct pirated copies, with little or no attempt at disguise. Our initial work was merely awaiting its time to come. It came, it conquered, and everyone wanted a piece.

Long ago, I perceived a need to constantly advance. While others are still wallowing in our past, we are advancing rapidly into our own future: Synergism, Synergism II, Synergetic Match-Up II, ENERGY!, Deceleration, Synthesis! All are here now or on the horizon. Don't concern yourself with these Racing Action articles. We'll keep you ten years ahead of the times, even if we're only three years ahead of our imitators.

# The Psychology of Winning

by Howard G. Sartin, Ph.D.

The response was slow at first. Then it came like a tidal wave. I'm speaking of your response to the exercise we gave you in Follow Up #15. Remember, we addressed the exertion of WILL over dependency and Determinism. We asked all of you to do the following:

The next step, Affirmation/Command, is the most difficult. It is here that the power of will often reaches an impasse through conflict with the power of determinism. This is the SICK POINT. If you make a positive affirmation/command and cannot follow through, you will have come face to face with the enemy within that stands between you and your goal. First test it. Assuming that successful handicapping is the motivation/goal, fill this prescription:

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While this sounds like a simple exercise, it is not. Non-winners will find it almost impossible to complete. If you find yourself in that group, start with ten races, but no less. If you still cannot complete the exercise as prescribed, STOP! You're a victim of Determinism, and no matter how you try to rationalize it away, you will never make it in this field until you have been RE-PROGRAMMED, or what I refer to as Re-Parented.

As we predicted, an amazing number of you failed to complete the exercise on the first try. A number of clients did not make it until the fifth go round, and an even larger segment is still trying. (I hope!)

This should give us all some deep insights into WHY we are not making optimal use of the Methodology. It is NOT lack of information or any weakness in procedure. The fault lies in the SELF. The INABILITY to exercise WILL or SELF determination.

One client reports that he felt the exercise was a little silly at first: Betting only \$5 a race. But dutifully went along and was making about \$1.49 for each dollar wagered until the 13th event. He had his selection, made the night before, in hand and was about to bet. Then he saw a tremendous odds drop on a certain horse NOT in his top FIVE. Everyone in the betting line started talking about it; some even claimed "Back-Stretch Information" as to the horse's readiness. Our client changed his bet: put it ALL on the drop down horse. Result: It finished third. One of his previously selected horses WON and paid \$34. Back to square one went the client, finally completing a 20 race cycle AS PRESCRIBED on the third try.

The majority of those failing the exercise until the fourth, fifth or sixth try, were those whose personal diaries regarding their feelings after a win or a loss were sheer PANIC. After a loss they would question Synergism's AUTOMATIC VARIANT. After TWO losses they substituted a variant of their own. Of course, then the Automatic worked on the next race. In short, they could sustain ONE loss, but two in a row caused them to alter their selection procedure. They zigged and zagged and discovered that had they applied the Methodology universally to EACH RACE in a 20 race cycle they would have won 13. As it was the best of these accounts showed 9 wins.

These clients demonstrated that the anxieties produced by the ambiance of the track were roadblocks to their success. Losses created emotional responses that were destructive. One client had the sense to go to Las Vegas, another to Mexico, and invest in 20 straight races, as prescribed, WITHOUT REFERRING TO THE RESULTS until the cycle was completed. Their win percentage: 70. Average Mutual \$10.80.

A client whose name is familiar to us all because of the articles she has written for The Follow Up is Jerri Lincoln. She was just married and has a new last name now. We all offer her our best wishes. With her kind permission, we publish her results AND her complete diary of feelings throughout the 20 race cycle. Jerri is a timid bettor. She started with a \$50 bankroll and had an R.O.B.\* of 1.39. She reported that she felt more consternation in making the next wager AFTER a WIN. Her anxieties kept shouting "QUIT WHILE YOU'RE AHEAD!" But she steeled herself and plunged through the 20 races with her eyes half closed with this result:

\*Return on Starting Bank after 20 races.

True goal: Successful Handicapping

Motivation: My own credibility, proving myself--being successful, self-worth, and money (least important at this time).

This is definitely a means to an end.

Decision: It is important to me to be successful at this.

Thoughts and feelings by race:

June 7: One race bet. Won. Felt satisfied, competent, successful. Happy and relieved. Physical feeling in neck and shoulders.

June 8: Fear of betting--already a winner from yesterday--why jeopardize that? Passed all races.

June 9: One race bet. Lost. Felt bad--a loser. But I also feel motivation to win the next one, yet still a little fear of losing again. Physical feeling at top of head.

June 11: One race bet. Won. Felt good, but afraid to commit myself to next race.

June 15: One race bet. Lost. Very bad feeling.

June 16: Two prospective races. In the first race, the odds did not justify a bet. I passed, but would have won the race. Though I did not bet, it felt good to win because I had committed myself to playing that race. I bet the second race and lost. That made me feel bad, because I had passed the race that I would have won.

June 17: I generally handicap at home these days, but I happened to be at the book today. A guy asked me about a stakes horse that I had never heard of. He couldn't believe I was a "horseplayer" and had never heard of this fantastic stakes horse. Intellectually, I knew it shouldn't bother me because I don't play stakes races, and there's no reason to be knowledgeable about those horses. But it made me feel invalidated and perhaps a little incompetent. I got the physical "losing" feeling. However, those feelings must not have affected me too adversely, because I bet one race, and won it. It made me feel confident again.

June 23: One race bet. Won. Feeling really good. I've won two races in a row. Maybe I'm getting the old knack back.

June 25: One race bet. Lost. The loss undermines my confidence, and makes me feel bad, but I am feeling more anxious to make the next bet and prove myself.

-2-

- June 26: Bet two races. Won the first, lost the second. The loss was hard to take because the horse that won (and paid \$25) was my #3 horse (and should've been my #2 horse). I felt bad, but not as bad as I feel when I just bet one race and lose that. The win on the first race helped to "cushion the fall".
- June 29: Bet two races. Won two races! I feel really fantastic!--- like it's really coming together for me. I feel like I've turned a corner now. I can actually see an improvement in my handicapping. I also had a third race that I passed partly because of a foreign horse in it, but also partly because I chickened out--and I would have won that race, too.
- June 30: Bet one race and won. I feel great--really great. But I choked on the next one, and chickened out on making the bet--and missed a \$16 horse that was one of my picks. After a win, it's harder for me to make the next bet.
- July 2: Bet two races. Won the first, lost the second. I didn't feel too bad about the loss, because I had just won four in a row. But it did still bother me a little.
- July 3: Bet two races. Lost two races. I feel bad, especially that I'm off a roll, but out of the last three races that I lost, there is only one that maybe I might have had. Two of the three horses paid over \$40.
- July 4: I passed two races today, that I had my horses picked, and found a reason to back out later. I would have won both of them. It gave me a really sick feeling. I think I felt worse letting a win go by, than I do when I actually lose.
- July 6: *Bet three races and won three races! I "forced" myself to bet these races just to complete the 20 race cycle before we left. I would normally have passed all three for one reason or other. I think that I have finally hit home my "potential" if I actually get out there + bet.*



STARTING BANKROLL \$50.00

	DATE	RACE	CLASS	HORSE 1	BET	PD.	HORSE 2	BET	PD.	\$ WON	BANK
1	6-7	HOL	6F-20K	Rudee's Great Legs	3		Agitated Mike	2	6.00	1.60	
2	6-9	HOL	6F-50K	Wanda Wiggins	3		Zha Zhana	2			
3	6-11	GG3	1m-0H	Mannon Letgo	2	5.00	Tiza	3		.20	
4	6-15	HOL	1/2-20K	Summer Ambo	3		Jessicas Junkie	2			
5	6-16	GG7	1/2-25K	Drea to Pass	3		Go Go Art	2			
6	6-17	GG7	1/2-12K	Combat Pilot	3	9.00	Fortunate Hour	2		9.00	
7	6-23	GG1	1/2-10W	Liberal Speaker	3	7.00	Uncultivated	2		5.00	
8	6-25	HOL	1m-25K	Pretty Lake North	3		Best Ability	2			
9	6-26	GG1	6F-25K	Garabaldiee	3		Double Out	2	11.00	6.00	
10	6-26	HOL	6F-20K	Derby Hat	3		Speak No More	2			
11	6-29	HOL	6F-20K	Louis Manus	3	6.00	Inspired Too	2		4.00	
12	6-29	HOL	6F-40K	Talkshowman	3		La Tropicana	2	18.00	13.40	
13	6-30	HOL	6F-16K	Private Iron	2	12.00	In Focus II	3		7.00	
14	7-2	HOL	7F-15K	Master Gene	2	4.00	Fight For Honor	3		- .20	
15	7-2	HOL	1/2-20K	Best Ability	2		Robert's Regal Girl	3			
16	7-3	HOL	1/2-12K	Ab Se Perque	2		John's Lady Luck	3			
17	7-3	HOL	7F-32K	Restless Galaxy	2		Catfish Purdy	3			
18	7-6	GG4	1m	C.B.'s Hunter	3	7.00	Sir Gallant	2		5.00	
19	7-6	HOL	1/2	Park Express	2		Acks Reply	3	5.00	3.00	
20	7-6	HOL	6F	Miss Fantasy	3	3.00	Valhalla	2		.20	69.00

# of Wins divided by 20 = 60% Current Win Percentage.

# of Wins in last 100 races = 62 % Average Win percentage.

STARTING BANK : (\$ 50 )

profit (\$ 19.60 ) = 1.39 : 2.0. RETURN ON STARTING BANK

We thank Jerri for her insightful diary, and here generous permission to let us print it. Read it over again and you'll find bits of yourself in her response.

Incidentally, we owe a great debt to Dr. Alex Milstein, Psychiatrist extraordinaire, for supplying me with the written works that deal with a therapeutic school based on the concepts of Abraham Mazlow: Psychosynthesis. As one with deep roots in psychoanalysis, I've been broadened by Alex's contributions to my education. So, apparently, have all of you.

# The Psychology of Winning

By Howard G. Sartin, Ph.D.

The aftermath of the test we offered in Follow Up number 15 and continued in #16 still dominates my mail bin. (I asked you to bet \$5 a race for 20 consecutive races, and record your feelings as you went.) Your response has continued, and your insights have grown substantially as a result of taking that test. The diaries you faithfully kept and forwarded to me have demonstrated conclusively that you have become aware of the fact that periodic lapses into losing cycles or the apparent inability to properly interpret readouts are the result of inner anxieties and failure to deal with the INNER YOU.

Virtually without exception YOU acknowledged that the mental set, derived from these factors, affected your WILL, perverting it from a will to succeed to a will to fail. This is especially true in the cases of those who altered their investment decisions AFTER being subjected to the ambiance of the track or satellite wagering center and/or the verbalizing with others. A few clients were so disturbed over their failure to successfully complete this test that they abstained from betting altogether. A good move.

If you persistently failed that 20 race test, your handicapping will never show a consistent profit no matter how well you can predict the outcome of a race in the sanctity of your own home. Until you can overcome those demons you discovered as a result of failing the test, you should be a recreational \$2.00 bettor. Remember, God did not ordain that persons who cannot win consistently at the track are unworthy. Ours is a most difficult profession and not EVERYONE will cope with the anxieties inherent therein.

The purpose of these columns is to offer the best psychological principles extant to those who WILL cope. Many will NOT cope and describe the phenomenon as "CAN'T" cope. In the lexicon of psychiatry, "can't" and "won't" are almost always synonymous. When we fail, it is because we refuse to give up dependency on a behavioral pattern that has always given us some kind of REWARD!

Even if it is a perverse, negative kind of reward we NEED it. If our failures earned us sympathetic strokes from our mothers or aunts or whoever when we were infants, we are scripted to go on failing. If success in our early life stages was met with, "That's the kind of thing we expect from you," or NO RECOGNITION AT ALL, we tend to eschew success. Especially if we saw siblings or other children receive a measure of coddling as the response to behavior less than excellent.

Shaw's adage that those who can, do. Those who can't, teach has, for generations, served as an indictment against persons who are excellent teachers but who cannot successfully function in their chosen field. Take the drama teacher who cannot act because of stage fright. I have seen a similar phenomenon in the handicapping ranks. Brilliant writers and teachers who have given immeasurable help to

others but who cannot themselves make a living at the track. Their problem is indecision at the moment of truth. Their pre-race analysis is near perfect but the anxieties preclude them making betting decisions based on that analysis. They are possessed of a demon that somehow distorts their ability to follow through.

These people still perform a useful function and they should feel no shame. Perhaps their conditioning will forever keep THEM from the ranks of constant winners, but it does not impede their ability to help others. We have found that certain people do badly when they depend on their handicapping skills for a living; but who win consistently when they have a job that pays an adequate wage. Such people should continue their productive vocation until such times as the demons have been vanquished.

As parents, however, these ancient experiences should teach us to heap praise upon even the minor achievements of our offspring and be less coddling and forgiving of failures. That which we reward in our progeny will be the patterns they will duplicate. If we reward failure, then failure will be repeated throughout life.

Some of our Teaching members took the test and were most open with me about their reactions after each race. One word that particularly dominated one diary was "pissed." A revelation of intense anger - at himself - after each loss. This person's whole body language changed from relaxed to tense, his blood pressure was raised and his usually friendly demeanor became Mr. Hyde-like. His life conditioning was one of perfectionism and adherence to a given standard.

Somewhere along the line he was OVERLY conditioned to success; to adherence to a standard of perfectionism. One of the truly good aspects of Roman Catholicism is the catharsis of the confessional. Catholics suffer far less insanity than Protestants and Jews because of the Absolution and Remission afforded by confession. When we lose a race and suffer anger, we should remember that the gods are jealous of perfection. Instead of anger, laughter and open admission that we blew one should ensue. We must acknowledge to self and to the world that we fully expect to fail 30% of the time. If we fail less, we should be grateful for good fortune. If we fail more than 30% of the time, knowing WHY is more important than getting angry. Knowing WHY is essential. NOT knowing why should produce concern, but not anger. Dealing with your concerns is my principle role in this process.

Frustration and aggression are natural manifestations and in a healthy mind always complement each other. The natural response to frustration is aggression against the CAUSES of frustration. When aggression is characterized by anger -at self or others - this is thwarted, unhealthy aggression. Attack the problem, NOT the self or others.

The word "fault" is a moral judgment. Persons who use the term interchangeably with "BLAME" have been parental or pastoral conditioned to FIND FAULT and/or to FIX BLAME as the natural aftermath of any perceived failure. There are those among us who

cannot accept the reality of things going awry; whose natural reaction is ALWAYS to find fault or fix blame. If you are one of them you need to monitor yourself more closely.

Get yourself a copy of Rudyard Kipling's IF.

If you can keep your head when all about you  
others are losing theirs and blaming it onto you.

If you can trust yourself when all men doubt  
you, YET MAKE ALLOWANCE for their doubting, too.

If you can dream-and not make dreams your  
master; if you can think-and not make thoughts you  
aim;

If you can meet with Triumph and Disaster and  
treat those two impostors just the same.

If you can bear to hear the truth you've spoken  
twisted by knaves to make a trap for fools; . . ."

The bottom line is, IF you can, you're okay. My daddy raised me on that poem and the line from Scaramouch, "He was born with the gift of laughter and a sense that the whole world was mad . . .". They have given me more support than any other source of conditioning. The most immediate cure for ALL psychological, and most physical ills, is the ability to laugh - loud and openly - at yourself and at all the sources of your frustration. Laughter is the greatest of ALL gifts. It costs nothing. Just let it start in your belly and rise to you mouth and let it out.

On the positive side, I must say that ALL of you are millenniums ahead of our initial clients who, without the benefit of your psychological insights, immediately blamed the Methodology itself for all THEIR shortcomings. We still get a few like this. They are the reason we have yet to hit our goal of 1,000 winners. They are inveterate "horse-PLAYERS", imbued with the unreal illusion that successful handicapping can come from information alone or from some "easy" system. They will never accept the fact that our destiny is written NOT in our stars, but in ourselves.

We must never lose sight of the fact that Handicapping, from our perspective, is not a hobby, pastime or mere avocation. It is a microcosm of life itself. Its financial rewards are merely ancillary benefits from the kind of total fulfillment achieved only by true prophets. It is not our religion; but it is a religious experience that supports our deepest religious beliefs. Those who regard it as solely a means of financial support will never appreciate the significance of the deeper truth. We have chosen to probe beyond the veil of mere reality. We seek the gift of continuous prophecy which, when finally achieved, removes all doubt, oppressive anger, and especially GREED. We become whole and giving individuals.

If this makes us a cult, then so be it.

Dear Dr.Sartin:

I am very grateful to you for your last article in the Follow Up on the Psychology of Winning. I followed your instructions to the letter and you have made me a winner.

My goal is to be a successful handicapper and to make enough money so that my wife will not have to work. Although I was successful in my business life - through bad investments in the Stock Market and giving too much money away, we ended up at retirement age with insufficient funds to live reasonably well without continuing to work - often at menial jobs.

I think my biggest fault was changing my mind at the track after having thought out the race at home. Your first instruction changed that. I wrote my selections in a small notebook and stuck to them. In fact I refused to take the Form with me to the track, so there would be no 2nd guessing.

I did not have many reactions during the exercise. I pretended you were looking over my shoulder and that kept me in line.

I lost the 1st race to a longshot and my 1st reaction was - did I err in not having him in my contenders. But upon looking it over at home, I still would not make him a contender. I lost another race (#4) because I know the horse and went against my figures. I learned from that loss. I counted #8 a win because the horse did not impede the other one. It was an unjust call. I felt rather proud of myself because several times I passed races when they just didn't feel right or the odds were too low. Just told myself there will be other better races.

I am just using a hand calculator - so getting all the figures is very time-consuming and I often don't get too much done. I hope to get a computer in the near future.

I go to the races feeling very confident now and know I can win overall. I also know I have so much more to learn - but I will and I'll get better and better - thanks to you.

I will be forever grateful and God Bless you.

Sincerely,

Carl Ne. er

# The Psychology of Winning

by Howard G. Sartin, Ph.D.

In 1986, I spent a little over a year on the road with Dick Mitchell in a series of lectures that he dubbed: Mitchell/Sartin Success Seminars. The main theme of Dick's presentation was a discourse on the three R's of handicapping success. They were: Reality, Responsibility and Regression. We both hammered home this theme to several hundred non-clients, who in turn applauded politely, then went on to pursue their handicapping exactly as they had before, ignoring the message.

By Reality, we meant, learn the facts about horse racing. Confirm what is true and what is myth. Ascertain the real facts about trainer manipulations, the role of the jockey, the actual importance of post position, inside-outside bias, the value of final time and daily variants based solely on daily track "speed." Dick stressed the reality of verifying one's opinions and precepts with the facts as expressed by the results charts. Of confirming fixed notions by what was actually happening. Avoiding the old "my horse would have won if it hadn't been stiffed" routine. Eliminating the "if onlys," "woulda, coulda, shoulda" and accepting only what actually happened. "Horseplayers" will **NOT** do this. They are confirmed rationalizers who insist upon being right even in the face of facts that proclaim otherwise.

By Responsibility, we meant that you and you alone are responsible for your handicapping and wagering decisions. Too often handicappers blame their computer programs or some other outside force for their losses. They misinterpret, or fail to read, their instructional material, or they try to use one aspect of their method while rejecting other parts; saying "Oh, I don't use that." They attribute their failure to a procedure they're only half using. In truth, they wish to cling to their established belief patterns, with which they have always lost, and accept only the part of the Methodology that fits those old frames.

By definition, a handicapper is someone who says "I can predict the future." I am a prophet. Having asserted such a bold position, one cannot blame the stars for failure, only yourself. You have proclaimed yourself a prophet, now take the responsibility necessary to becoming one. That entails full understanding of the concept of your procedure or method. Just picking a pace line at random and entering it into a computer, waiting for the readouts and betting the horses with the most 1's and 2's is NOT in keeping with the concept of your Methodology.

Those clients who understand the concept and take all the steps prescribed are winners. Those who take short-cuts are not. Most of the losers blame the Methodology or some other outside force for their



low proficiency. Others blame that old standby: "I'm not as smart as you," or "Back in school, I was always dumb at math." nonsense. Recent studies of intelligence by some very prominent authors in the fields of intelligence and learning show that the majority of successful handicappers scored low or barely average on standard IQ tests.

In this Methodology, NO MATH is involved. It is all done for you by the computer. Least you forget, I failed to qualify for grad school initially because of my deficiencies in math. (Editor's Note: Something that anyone who has ever seen Howard in action at the blackboard will attest to.) Had I known that this dull subject could make me a fortune, I would have done a lot better, I assure you. I made it up by taking a course in statistics and the logical method, which ultimately led to my involvement in horse racing.

Statistics is the basis for the third R, Regression. Record Keeping. Fred Davis and Bill Quirin used regression techniques as the basis of their books: *Percentages and Probabilities* by Davis and *Winning at the Races* by Quirin. They wrote of an age-old mathematical procedure known as Impact Value (IV), which they used to determine the true weight of any given factor or set of factors.

Advertising agencies do the same thing when buying print space or broadcast time. They may determine, for example, that while a radio message on a top rated rock station may cost X dollars per thousand listeners, only 5% respond with purchases. On the other hand, a Country-Western station with fewer listeners, charging less, produces a much higher rate of purchases. The reason is that the Country-Western fan is more loyal to the station and demonstrates that loyalty by purchasing the advertised product. Hence, while the rock and roll station has a much larger audience, the C & W station has a higher impact value. The only way the ad agency can know this is by keeping point of sale records and determining the source of customer response.

That is a regression. We must do the same thing. We must determine what factors in our own handicapping have the greatest impact value. We learn this by keeping meticulous records on our wins and losses; by going over each loss and determining what we could have done to turn it into a win. Then, having so learned, we must retain the information and apply it in the future. If, for instance, our regression proves that we do not do well in races carded for three year old fillies, we should stop wagering on such events until, through practice on paper, we up our proficiency.

This applies to any category of racing. Every one of you should be able, if asked, to state your win proficiency and return on investment over your last 20 races. If you're unable to do this, you should not even *THINK* of asking for help from Dial-A-Hat or any other PIRCO Charter member. It is inexcusable not to know! What if you're winning races, but are under the impression that you're a loser because you blow your profits on exactas, triples or other exotic bets. You must do a regression on your exotic proficiency before you start betting in that arena.

So, I'm going to make a rule: NEVER call me or any other PIRCO helper unless you have your win proficiency and ROI at the tip of your tongue.

Now, here's a holiday lesson for all of you who do not try figuring out the intricacies of the method for yourself. This lesson comes to us from Australia. As of this writing, there are NO fractional times with corresponding beaten lengths published Down Under. Yet, we have four clients, all *Follow Up* subscribers, in Australia who are eating the mutuels alive, who are paying all their living expenses and for all their luxuries through use of this same Methodology that baffles some of you despite all the comforts of our Racing Form information.

How do they do it? They used their ingenuity. They did not whine and ask "what can we do without a Racing Form." NO, they began hand timing races, either at the track or from video replays. While their fractional times may be less than completely accurate, they are relative. Most of their races are routes on the grass. They read our manuals citing the importance of Sustained Pace in such events and they use optimally what they do have without whining about what they do not have. As a result, they report they have an enormous edge over everyone else. They may well be the only people in the entire country using any type of pace concepts. Everyone else is either using class, breeding or some form of final time speed numbers.

The end result is, through their own application of the three R's, this method is producing for them a parimutuel edge that is phenomenal because they are the only ones doing it. Compare their ingenuity with an American client who recently told me he cannot win because the flag is up at differing distances from the gate at different tracks. Uggh! Rationalization at its worst. Blaming an outside factor that is of minute value.

Let our Aussie clients be an inspiration to you. Apply Mitchell's three R's yourself. And above all, remember that the fourth R, Rationalization, is your worst enemy. Perceive true Reality. Take Responsibility for yourself, and dammit, use Regression. KEEP RECORDS!!! Know thyself. Your strengths and weaknesses. And resolve, another good R, to be a consistent winner in 1990.

# THE PSYCHOLOGY OF WINNING

By Howard G. Sartin, Ph.D

(An excerpt from Dr. Sartin's presentation at the 3rd International Conference of Handicapping: Expo '90. The Mirage Hotel. Las Vegas. March 23-24-25.)

## THE DYSFUNCTIONAL "HORSEPLAYER"

A defrocked Roman Catholic Priest named John Bradshaw has gained meteoric fame in the last few years with his antics on Public Television. His principle theme is the Dysfunctional Family. His rhetoric, histrionics and general demeanor, plus his use of Transactional Analysis terminology has caused a number of clients who saw his TV shows before they met me to say that I am emulating him. If this kind of thinking prevails count on me to drastically alter my style. I have been doing it since 1968 as a direct response to the stimuli of Eric Berne, M.D., the father of Transactional Analysis. (Games People Play, What do you say after you say, Hello, etc.)

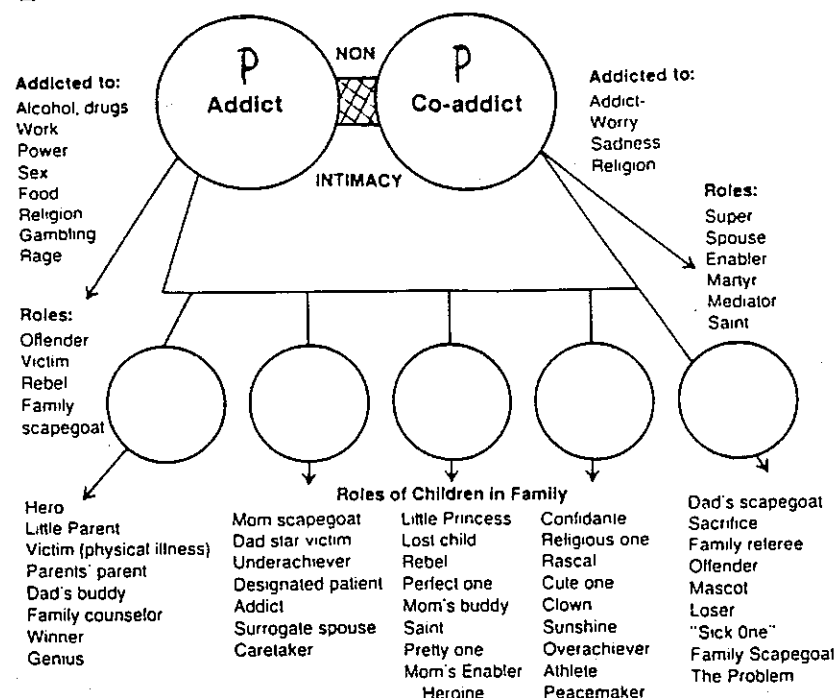
While Bradshaw emulates Berne and uses the language he created along with Berne's therapeutic techniques, he gives nary a credit to Eric. Ironically, he mentions Bob and Mary Goulding and Terry Kellogg, three of Berne's followers, but never the creator himself. While I find Bradshaw's lectures stimulating and positive, I have a little trouble fully accepting the man delivering them. He must suffer from some ego dysfunction himself if he cannot credit the source of his wisdom.

The essence of Berne's work and, hence, Bradshaw's, lies in reducing nebulous Freudian terminology to a language the lay person can easily understand. Thus, Super Ego, Ego and Id become PARENT, ADULT and CHILD as represented by three circles one atop the other. You are all familiar with this from my own use of Berne's concepts as I have applied them to the gambler or, more specifically, the Handicapper.

Since more and more of you are also becoming aware of Bradshaw's TV lectures on the Dysfunctional Family, I am going to "borrow" his themata - with credit - and re-direct it toward the Dysfunctional "Horseplayer." In this case the term "horseplayer" DOES apply, as opposed to "Handicapper."

First let's look at a diagrammatic figure of a DYSFUNCTIONAL FAMILY.

# 1. Profile of a Dysfunctional Family System



The above figure shows two circles labeled P, for Parent, and their dependencies, called Addict for the Dominant Parent and Co-Addict for the Parent playing the secondary role. Not necessarily Father as Dominant, Mother less so. It depends on the family. The ensuing descriptions of the various possible addictions and the responses of the children of such a family structure is fairly self-explanatory. Many of us refuse to acknowledge the lack of true intimacy in our own parents or that they ever manifested anything akin to work addiction, or worry or sadness or rage or power or any of the other things noted, such as alcohol and gambling. If that refusal is based on reality then obviously you are a consistent winner and don't need this treatise. Of course the proper pace line looms off the page of the Racing Form and your only concern in life is giving the IRS their share without having to declare yourself a Professional Gambler. Good for you. Everybody else, read on:

I have long been on record as an adversary of contemporary psychiatric thinking, especially on the subject of compulsive or pathological gambling. But, in opposing them it is essential to know their position. Mainstream Psychiatrists and their mental health counterparts are steadfast in their assertion that ALL persons who choose any kind of gambling endeavor as either an avocation or occupation are the products of a Dysfunctional Family System.

They unabashedly state that this Dysfunction caused our growth and development to be arrested at what Freud, et al, described as the Oral Stage. Hence, we are allegedly Narcissistic Oral Neurotics. This diagnosis stems from the fact that when we were sucklings, either at mother's breast or the nipple of a bottle, we were totally "cared for." Nurtured, cuddled, our body functions flowing free and cleaned up by others. We had no cares, no responsibilities. We were totally narcissistic. The center of the universe. OUR universe-the only one we knew.

Unfortunately there is another universe where real people live. The infant is supposed to grow into its reality and begin accepting responsibility. Gone is "total care," nurturing and coddling. We hear "No"

messages. We are besieged with "Don'ts" and suddenly we begin experiencing doubts that translate into anxiety which is FEAR! Siblings may come along and further cloud our narcissistic illusion. At this point psychiatry says we make some kind of internal choice. We either accept this "life is earnest life is real" world or -WE REJECT IT. Theoretically if we accept it we are normal. Rejecting it is called neurotic.

Here is where I depart from my psychiatric peers. My experience dictates that acceptance is NOT normal. It is merely normally neurotic. It is statistically normal because most persons do it. Rebellion is natural and healthy but, because it is statistically abnormal it carries the stigma of neurosis. What happens in fact is ADAPTATION. The growing child ADAPTS to the new reality and in so doing takes on the personality traits of the Parent world into which it is thrust. Usually the most NEGATIVE traits, as depicted in this chart:

- 2:
- |   |  |
|---|--|
| 1. A system in delusion and denial        | 10. Compulsive/addictive   |
| 2. Idealization of parents — fantasy bond | 11. Perfectionistic  |
| 3. Control madness                        | 12. Frozen feelings  |
| 4. Intergenerational (will be passed on)  | 13. Shaming/blaming  |
| 5. Approval must be earned                | 14. Punishing/permissive   |
| 6. Rigid roles                            | 15. Unhealthy competition  |
| 7. Closed system                          | 16. Roles assigned by system (each individual exists for family needs — no choice) |
| 8. Rigid family boundary                  | 17. Rigid or enmeshed ego boundaries, cultural/boundaries, intra-family boundaries |
| 9. Secrets — no talk rule                 | 18. Disabled will-loss of freedom  |

Surely we can all recognize our own adaptations in one or more of the above characteristics. Most "horseplayers" will focus on number 1. Then 10 through 14 with a heavy dose of 18.

Eric Berne gave us a way out of the "Adaptive" process. He told us that within our Child ego state was a force he called "The Little Professor." Deeply lurking somewhere within us all is a capacity for superior knowledge; a voice telling us NOT to adapt but, rather, to ACCOMMODATE. There is a vast difference between adapting and accommodating. In adapting we become like "them." In accommodating we merely let them think we are going along with the rules while all the while we are awaiting our opportunity to MAKE THE RULES. NOT, and I stress this, for OTHERS - that's adapting- but for OURSELVES! They should be benign rules that hurt no one. They are self-imposed rules and the foremost is AUTONOMY. Self-Freedom within the social structure, NOT trying to change IT per se, but re-defining it, eliminating its capacity to impose guilt or shame and in so doing reducing its most potent force: the infliction of FEAR!

The DYSFUNCTIONAL HORSEPLAYER does not accommodate Reality; does not cathect to the "Little Professor" ego state. He/she denies reality and adapts through one or more of the above 18. Number 1 being foremost. Adaptation number 1 creates a dream state. We dream of winning at the races; we delude

ourselves that we are winning by discounting our losses as "bad luck", jockey-trainer games, poor post position, bad track maintenance, too much Bute or not enough Lasix. Fixes, conspiracies, you name it. It adds up to blaming outside forces instead of ourselves for not properly preparing for one of the most difficult of life's occupations/avocations.

Do you recognize the narcissistic, Oral fixated child here? You should if you are a non-winner.

The fact remains that someone - a lot of someone's - are handicapping successfully. The loser or non-winner views these persons as having more or better information; having a system or method that makes them win. The non-winner, thinking adaptively: dreaming, deluding, feels that if only he/she had that information, that system, that method, WINNING would surely follow.

NOT TRUE!

No amount of information; no system or method can turn a person who repeatedly cathects to the ADAPTED CHILD EGO STATE into an autonomous individual capable of successful handicapping. Thus it becomes essential to review the 18 categories of adaptation and systematically purge them for all time.

An autonomous individual can win with any reality-based handicapping procedure. An autonomous person recognizes reality and does not cling to handicapping myths that prevail even at Conferences of Handicapping Experts. An adapted child will fail even with reality based procedures because he/she will infuse them and interpret them with their own systematized delusions and denials. (paranoia)

Key to handicapping failure is Parental/socially imposed guilt. Rare is the individual who was not inculcated with the notion that "gambling is evil", that all gamblers lose. Many try to deny it but in the end realize that they are victims of this ancient dictate. Gambling is "wastrel activity." Stock Market speculation or legal business ventures are "work" and socially approved no matter how disastrous the individual consequence. In our culture -as in most-the consequence of guilt is shame.

Most handicappers, exhilarated by the challenge of racing, the excitement of the event, feel no overt shame until they suffer a sequence of financially debilitating losses. Then it hits them. Like a big rock in the stomach. Instead of quitting on the spot and re-assessing themselves, they continue to bet. Their decision making processes become clouded with anxiety - the inner fear that stems from guilt. With contaminated decision skills, losses grow and with them, more shame.

In reality the SHAME, the GUILT was ALWAYS there. It was merely hidden under many layers of defense mechanisms. They will always be there for YOU until you purge yourself of the ORIGINAL CONTAMINATION which was ADAPTING to an erroneous parental/social message. There is NO inherent evil in gambling, That is a sociological perception.

Failure to recognize a positive expectancy gambling event and doing the work essential to achieving an adequate proficiency level, might be considered





The psychological definition of grandiosity refers to the individual's inability to break with symbiotic ties to the oral stage of development; clinging to fantasy notions that he/she is the center of the universe and not subject to the realities imposed by growth. Grandiosity is characterized by refusal to take RESPONSIBILITY: focusing blame for (Handicapping) failure on external forces. i.e. Trainer, Jockey, Post Position lack of "insider" information.

Sometimes the guilt/shame procedure is reversed. The individual feels guilty for WINNING! He/she has violated the ancient injunction that all gamblers lose. While this shame may not be overtly felt it is manifest through the squandering of winnings; the eternal post-races celebration. When there is still money left over, the individual plays wild longshots, illogical exotics and manages to lose this way despite proven positive proficiency skills. This reaction is depicted atop the forgoing chart as "Grandiosity. Self-indulging habits."

#### OVERT MANIFESTATION #2: REPETITION COMPULSION

### Repetition Compulsion

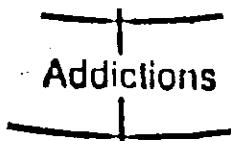
This category of defense mechanism is characterized by the "horseplayer" who persists in clinging to cherished myths that cause his/her failure. This person makes judgments on subjective statistics that cannot stand reality tests. Behavioral manifestations are rigidity, the need for set rules, refusal to consider new thoughts and new directions. Proper money management is eschewed. This person is often the loudest, biggest advice-giver at the track. Another characteristic, although it is also applicable to the other 3 manifestations, is regularly wagering on races with no proven ability to win. This person does not test a procedure on paper, does not isolate positive factors, but merely bets to be betting. This also applies to the person capable of profiting through WIN bets but who has NO PROVEN ABILITY to win Exactas or other Exotic wagers-yet plays Exactas regularly.

#### OVERT MANIFESTATION #3: RE-ENACTMENTS

### Reenactments

The "Big Hit" is one of the chief characteristics of this Defense Mechanism. Last years Pick Six, huge exacta or whatever, justifies pursuit of the same handicapping/wagering techniques that earned the "Big Hit" no matter how many losses have been incurred since. The other side of this behavioral coin is the "I'll never be a winner/ nobody ever really wins, I was always dumb in school, I can't pick my nose," syndrome. From this category also comes the - "if only Ida; shoulda, coulda, woulda" individual. Zigging when he/she shoulda zagged, etc.

#### OVERT MANIFESTATION #4: ADDICTION



This is the manifestation that most concerns society in general; especially since the Pete Rose scandal. These kinds of "gamblers"/horseplayers, are addicted NOT to gambling but to losing. Their perception of gambling is characterized by their inability to distinguish between POSITIVE and NON-POSITIVE EXPECTANCY events. They live in a fantasy world wherein they visualize the "Big Hit" but refuse to try eventuating it through a thorough knowledge of odds or proven procedures for success. These persons are so fixed in the Oral/Narcissism stage of development that they need Direct Therapy aimed toward re-programming and decontamination; a process I call RE-PARENTING. The problem here is that almost every psychotherapist extant is also contaminated on this subject and will immediately prescribe TOTAL ABSTINENCE. While abstinence is essential in the early stages of cure, it need not be maintained if the therapist is sufficiently skilled in the art and science of RE-PARENTING. Unfortunately the vast majority of Psychiatric practitioners are incapable of rendering this kind of cure producing treatment.

As incompetent as most psychotherapists are on the subject of gambling related pathology, individuals who need treatment in this area are even more frustrating. The ones who truly need decontaminating and this kind of therapeutic information respond to what I've been saying with comments like: "This is all very interesting but it's too deep for me. It's all way over my head." etc. The fact of the matter is that it is NOT too deep at all and certainly not over any handicapper's head. These are avoidance assertions; denials, protests. By feigning ignorance or intellectual inferiority one can go on for all time being an adaptive non-winner. Going to seminars, reading all the books, listening to "Experts" on audio/video tapes, always "TRYING" to find that illusive bit of "information" that will magically turn a loser into a winner. It's a psychiatric axiom that "Trying is lying." The real answer rests in doing, and DOING is possible only when one is in touch with one's own self and facing reality.

The reality is: The answer to Handicapping success lies not in our stars but in ourselves. For most the ability to win consistently is already there. Embedded under the contamination: The "Little Professor" crying to be set free! The true key to handicapping success is NOT INFORMATION but INSPIRATION from a psyche free of guilt, fear, shame and other adaptive responses.

The PSYCHOLOGY of WINNING should be FIRST on the agenda of any Conference on handicapping. It is the missing ingredient in almost every handicapping "How To" book. Unfortunately it is usually an afterthought-and always the least well-attended event. It is much to the credit of the sponsors of this 3rd Handicapping Expo that it is on the schedule at all.

# The Psychology of Winning

By Howard G. Sartin, Ph.D.

## The Hypomanic Horseplayer

My colleague, Lars Erickson, a doctoral candidate in clinical psychology, elicited my aid in gaining admittance to graduate school so that he could carry on my work with Pathological Gamblers into future generations. For several years, he has accepted the fact that the pathology is NOT gambling. Gambling is merely the manifestation of a pathology. He works with my clients in a large metropolitan center. Like myself, he has enjoyed both success and frustration. But his CURE RATE, as mine, is FAR MORE POSITIVE than our psychiatric counterparts, who cling to the delusion that there is NO CURE, only amelioration through abstinence.

Indeed, mainstream mental health professionals, almost without exception, state that despite their efforts, the number of "problem" gamblers grows "frighteningly" each year. This fact alone should convince them that abstinence is a prescription with worse side effects than Valium. A number of psychiatrists have been indicted and lost their licenses to practice as a result of the indiscriminate prescribing of Valium. To date none have been called before any board for prescribing abstinence.

The dangerous side-effects of abstinence are the same as for any repression of a natural urge: aggression, usually the most unhealthy kind. Since the true disorder is not gambling but obsession-compulsion, repression of one outlet merely precipitates assertion from another; often violence and other anti-social behavioral manifestations far more dangerous to society than "problem gamblers." Try putting a kettle of water over a stove burner without allowing for any outlet of steam. You'll soon have an explosion in your kitchen.

Soon-to-be Dr. Erickson sent me several of his case histories with the following cover letter. References to names and places have been blanked out to insure Therapist-Patient confidentiality.

Mien Herr Doktor,

Autumn went reasonably well at the tracks. Starting with my customary fifty dollar bank on October 1, I managed by the end of the Yakima Meadows meet on December 17, to have amassed \$1,455.30. That's one more quarter's tuition, plus a C note for dinner at this great restaurant we found where you must eat on your trip up here. BEST Italian food north of San Francisco and west of New York.

I hit 62% winners over the entire Yakima meet and 65% at Playfair. (I'd hoped for 70%, but what the hell.) Significantly, though, my anxiety level - and thus my

proficiency - suffered as soon as I started betting big bucks. This stopped me from starting with a \$500 bank and escalating it to \$14,553, over the course of twelve weeks. Still, for a professorial wimp to net \$1,405.30 for twelve weeks on a \$50 bankroll is better than most of my professorial wimp colleagues can do tutoring on the side.

The struggle toward prescribed win proficiency for the group up here, (now numbering 36) continues. As far as I can determine, 14 of us are actually turning a profit. That's 38.8%. Another 13 (36%) are winning enough races but blowing all the money back through their refusal to use proper money management. It seems they cannot stand success. Their Guilt/Shame mechanism compels them to blow their profits on exotics and wild side-bets where they have no demonstrable skills.

Contact with the remaining 9 (25%) while minimal. (They're uneasy around winners) indicates that they are losing. Some of them in a big way, despite their hypomanic assertions to the contrary. My feeling is that, until they, (along with the 36% who are giving it all back through lousy money management,) come to grips with their Losing Gambler (LG) psychopathology - i.e., until their hypomanically-driven denial system can be broken down - they are unteachable.

On the bright side, having almost 39% of our clients, who were previously diagnosed by some well-meaning psychometrician as being pathological gamblers, winning is quite an achievement. About one thousand per cent better than our psychiatric colleagues getting all the big government grants for proving that "abstinence makes the heart grow fonder." You were correct. Most of the non-winners we have been able to convert (9 of the 14) to consistent winners, are schizoid types. Outwardly their behavior seem to parallel the Hypomanic, but their internal articulations are quite different; so when we script positive dialogue for their internal voices, we can turn them into positive expectancy candidates.

My sense is that our clients here do not require more information, although I can't really say that information overload has set in. As far as I'm concerned handicapping success is like success in any other endeavor. A la Winnicott, one's creative potential is tapped only through IMAGINATION born of the ability to access both FANTASY and REALITY - at once! A defect in the reality sense engenders magical omnipotence and hypomania (or worse). A defect in the fantasy sense produces the kind of person who is hidebound by the need for RULES: he wants to put all the horses in a race into the computer and have IT announce the winner. How do I teach them to use their insight (if any), intuition and IMAGINATION? Winnicott would have them in five times a week for intensive Psychotherapy over a

number of years. I am convinced that they CAN benefit from sessions with me. But, as you are well aware, the vast majority of "horseplayers," of which we have a surfeit here, just want you to show them how to cash a ticket in the fifth race.

Erickson's focus on HYPOMANIC relates directly to our assessment of the dysfunctional horseplayer. The term "Hypo" in front of the mania means that the mania is less than psychopathic. The individual can still function normally enough to stay within the bounds of social acceptance. Although his/her spouse, family and close friends openly accuse him/her of being crazy, since they are most often the victims of the mania. I don't find "Hypomaniac" in conventional dictionaries, so let's go to the psychiatric dictionary for a detailed definition of the term. (As usual I have chosen definitions from the classic era. I find them more representative of the BEHAVIORAL aspects with which we are dealing. Contemporary definitions tend to include the orthomolecular factors as favored by the purely medical branch of the psychiatric fraternity.)

**hypomania** (-mā'ni-à), *n.* [*<hypo-* + *mania.*]

[*<Gr. manía, madness, frenzy, mad desire for, <malnesthai, to rage, be furious, be mad.*] The term is commonly used today in conjunction with *melancholia*, since the two states are regarded as manifestations of a single disorder, called manic-depressive psychosis. The principal characteristics of mania are expressed in three fields; of ideas, feelings and motility. Each of the three shows pronounced exaggeration, in the sense that ideas are voluminous, feelings are intensely elevated and there is marked psycho-motor over-activity.

The first sub-definition links Hypomania with the opposite side of its coin, Melancholia, or depression. Many maniacs sustain their mania and are seldom overtly depressed. Others are found most often in the depressed state. It is virtually impossible for anyone to properly handicap and successfully wager in this state. Depression severely augments the fear/anxiety level that is inherent in all speculative ventures.

In the heightened, manic state, normal anxiety is pathologically suppressed and a flagrant disregard for ANY money management is pronounced. Logical handicapping is displaced by wild hunches. Combined, the two conditions produce the kinds of losses that can be permanently destructive to the "horseplayer" psyche. Ironically this conditions sets up the occasional "Big Hit." If this windfall occurs early in the horseplayer's experience, he/she may be doomed to fantasy-land for all time unless treatment is immediately forthcoming. The essence of the hypomaniac manifestations that Erickson refers to lies in this sub-definition:



*ideas of importance, grandiose ideas*, the patient expressing delusions of greatness perhaps in all fields; the feelings of well-being are expressed also in the sphere of *physical excellence*. Often the ideas are reproductions of those relating to *infantile sexuality*.

The term is commonly used today in conjunction with *melancholia*, since the two states are regarded as manifestations of a single disorder, called manic-depressive psychosis.

Grandiosity. We discussed this previously at length in isolating the "dysfunctional horseplayer." Delusions of greatness, also symptomatic of paranoia, cause selective record keeping. The HYPOMANIC individual dwells publicly on his wins, big exactas, et al, and relegates all losses to obscurity. The opposite side of this behavioral coin is the depressed state of the mania wherein the individual focuses pathologically on each failure, discounting wins almost entirely.

One of my most proficient clients has this disorder. He wins regularly, but after any loss goes into a fugue in which he chastises himself as a failure. He then requires psychological rehabilitation from some source, be it from his insightful friends or myself. The final phrase of this textbook sub-definition: - "reproductions of those relating to infantile sexuality" take us back to our discussion of the dysfunctional horseplayer being arrested at the Oral-Narcissist level of behavioral growth.

Note Erickson's statement: "-until they come to grips with their losing gambler (LG) pathology -i.e. until their hypomanically driven DENIAL system breaks down - they are unteachable." He has touched here on the behavioral factor that is instrumental in keeping "horseplayers" in a state of false euphoria wherein they think that just one more piece of INFORMATION will turn them around. If all I'm saying offends you then you have a rigid denial system. A logic tight compartment protecting you against reality. No matter how much information - up to and including being GIVEN the actual winners by an outside authority - will save this kind of person from continuing to lose.

A pertinent example of this is cited by Dr. Mark Cramer. For an extended time period he offered his clients ACTUAL PICKS before the races. While his choices produced a positive return on investment of over 30%, his clients mostly eschewed them for horses that fit their own prejudicial system. Quite simply they did not bet HIS picks because they came as a result of logical, expert analysis rather than from fantasy.

The essence of Erickson's insights is in this paragraph:

My sense is that what our troops up here require is not more information (though I can't say that info overload has set in). As far as I'm concerned, success (whatever that is) in handicapping is like success in any other endeavor. A la Winnicott, one's creative potential is tapped only through imagination born of the ability to access both fantasy and reality - at once. A defect in the reality sense engenders magical omnipotence and hypomania (or worse). A defect in the fantasy sense renders the kind of guy who expects to follow a set of rules, put a race in the computer, and come up with the winner. How do I teach these guys to use imagination? Winnecott would have them in five-times-per-week therapy over a number of years. I'm convinced that, at least, they can benefit from sessions with —  
(me) But, as you're well aware, the vast majority of horse players - of which we suffer form a surfeit — here - just want you to show them how to cash a ticket in the third race. Sigh.

His words, "-the ability to access both fantasy AND reality- at once" is the key to winning. There is nothing wrong with fantasy, or to illusions of greatness, and all the other seemingly negative terminology IF the individual has a sufficient REALITY base to WILL his fantasies come true. Herein lies the difference between the truly GREAT madmen of history who refused to comply with social norms and ACTUALLY CHANGED the norm through their works, and the person with grandiose ideas and fantasies who merely verbalizes such changes. The "horseplayers" dreams can be very noble and healthy if he/she IMPLEMENTS them with procedures dedicated to making the dream come true.

This has conclusively been proved possible. But that possibility must be accompanied by both insight into the self and into the realities of successful handicapping. One of the basic problems stems from the fact that even at the "Expert Professional Level," the art and science of handicapping is permeated by MYTHS that are perpetuated with little change by the "Expert-writers and lecturers" themselves.

Erickson's last reference in the paragraph, seemingly an aside, puts the spotlight on one of a losing horseplayer's chief problems: "They just want you to show them how to cash a ticket in the fifth race." This kind of reasoning dominates contaminated "horseplayer" mentality. Tunnel vision focus on a SINGLE EVENT. They can't see the forest for the trees syndrome. Persons who manifest this disorder get so hung up on winning (or losing) a single event that the outcome dominates their emotions to such a degree that it warps their rational abilities and leaves them judgementally impotent in evaluating subsequent races. They cannot see beyond a single event, do not evaluate their proficiency by a prescribed 20 straight races. A domino effect ensues. The toppling of one event magnifies their contamination and dooms their handicapping skills for future events.

Some identifying characteristics of the "Hypomaniac Horseplayer" are:

1: Incessant conversation & discussion of horses & horseracing. i.e. Monomania.

2: A marked tendency to aggressively impose his/her diagnosis of an upcoming race; to rationalize away losses by saying the horse shoulda won but . . . "

3: An inability to resist the impulse to tout instead of teach. This person loudly proclaims prejudices in the guise of expert analysis. Some

favorite phrases: "I told you so, but you wouldn't listen." And, (after a failure) "Well, anyone with any brains knows why the horse woulda . . . if it weren't for . . . " Trainers, jockeys, track maintenance and stewards decisions are chief targets.

4: Extreme EGO INVOLVEMENT with A Race, as opposed to a series of events. The person acts like he/she is running the race instead of the horse. Typical Phrases: "I like that horse" and "My horse, this or that . . . "

5: An almost pathological need to PICK HORSES, (loudly) as opposed to handicapping and winning wagers on them. This person also has a bevy of reasons, usually backed up by statistics, for betting win only. "Place and show betting is for old women and sissies."

6: The final, tell-tale characteristic: this person seldom has any real hard cash. Borrows frequently, expounds on money matters ostensibly unrelated to racing activities; never picks up a tab and shows no economic evidence of his/her bragged about success at the race track or legal book. (I keep using his/her, but these characteristics are primarily male.);

In Win Therapy, or any other treatment program for Problem Gamblers, there are pertinent personality type distinctions as Erickson has noted.

The prototypical Manic TYPE is physically more muscular, stout and square featured. The Manic type tends to be more outgoing, extroverted and socially integrated. The hail fellow well-met type. The schizoid type, referred to by Erickson, is perceived as lean, angular and more sharp-featured. As a juggler might say, "it's all in the wrists." Maniacs with firm, thicker wrists. Schizoids with wrists thin enough to encircle using only the thumb and forefinger. Remember, these are "prototypical," only, and are based upon ancient physiological topology and any number of fact-based theories extant since the mid nineteenth century.

A more consistently valid distinction between the two types might be simply abstracted as:

Manic types are governed by voices from OUTSIDE themselves.

Schizoid types are governed by voices from WITHIN.

As an added word of caution, we are dealing here with TYPES, not with clinically diagnosed manic depressives or schizophrenics. This is why Erickson uses the term HYPO manic. Meaning less than true manic. Our references to both Manic and Schizoid types are specifically sub-psychotic and topological. No abnormality is even suggested.

Losing is NORMAL. So we are referring to those who fit a social norm. In wishing to deviate from that norm; to become a consistent winner of thoroughbred races AND money, you are seeking an non-normal state.

In distinguishing the two types by their auditory receptivity we cannot discount the great thinkers who were Manic types and SEEMINGLY produced acts and works of genius from internalization. A closer study of such historical geniuses demonstrates that they were prone to verbalize their concepts, "bouncing them off others," as it were, and then hearing it back from an

external voice, even if it was their own. Currie, Einstein, Edison were Manic TYPES. Cassius, the Roman Senator in Caesar's time, was described as having a "Lean and Hungry Look." Shakespeare's description has ever since been the classic definition of the SCHIZOID type.

History has produced many great examples of this type. One most recognizable to all was Jesus of Nazareth. Naturally there is no photographic proof but all descriptions of both words and deeds point to this conclusion. Others include: Francis Bacon, Shakespeare himself, Newton, John Stewart Mill, Machiavelli, Thomas Jefferson and Abraham Lincoln (also John Wilkes Booth).

Body topology aside, the hypomanic handicapper is somewhat disadvantaged by the inherent seeking of external voices. He/she is noted for marked alterations in the decision making process as a result of hearing outside opinions. This person is inclined to believe that HUMAN manipulations are more important to the outcome of a race than the ANIMAL factor. A part of the "superiority delusion" of grandiosity, as it applies to "horseplayers," is celebrating the physically expressed, vocalized HUMAN STATE as ultimately superior to all others; including the non-verbalized THINKING STATE. Hence comes the need to focus positively on the manipulative abilities of owners, trainers and jockey's, grooms and other backstretch workers. All this despite the firm statements of such personages as Eddy Arcaro - "Give me the chance to book jockey's bets and I'll be a millionaire." And Charles Whittingham, "The worse horse pickers in the world are in this order: owners, trainers, jockeys."

While heavily dependent on the alleged manipulations of jockeys and trainers, the hypomanic discounts the chart callers and track morning line makers. They are often described as incompetent, half blind and habitually drunk. The hypomanic overly credits one area of human involvement in racing while violently discounting another. But the end result is an inordinate exaggeration of the human influence on the outcome of races.

Since the voices listened to by the hypomanic are saying the same thing as he is, there is little hope for enlightenment or for any concept that might differ from this fixed position. The renewed fad of trip handicapping has accentuated the hypomanic stance. Visual analysis of trips is highly subjective and based on the premise that a perceived "Bad Trip" or "Perfect Trip" will not be repeated next time out. Thus one can grandiosely project something different happening next time based on the subjective illusions of the individual handicapper. If it were necessary to characterize the hypomanic horseplayer with a single phrase, it would be: "highly influenced by subjective, non-reality based, statistics."

Making insightful notes based on observing a race is one thing. Writing a whole new scenario is another and synonymous with creating a whole new universe of fantasy for facts.

To be continued next issue with an examination of the SCHIZOID TYPE.

# The Psychology of Winning

by Howard G. Sartin, Ph.D.

## THE SCHIZOID "HORSEPLAYER"

Continuing with our tretis on TYPES, we turn now to the opposite of the "hypomaniac" type discussed last issue. Since the phrase, "Schizoid" is used within the extended definition of the quasi-psychiatric terminology that we're employing, let's examine some definitions regarding the schizoid type:

**schizoid** (-'oid), *a.* [*<schiz(o)- + -oid.*] Resembling the division, separation or split of the personality that is characteristic of schizophrenia.

**schizophrenia** (-frē'ni-ā), *n.* [*<schizo- + -phrenia.*] A term, coined by Bleuler, commonly synonymous with *dementia praecox*.

'As the disease need not progress as far as dementia and does not always appear *praecoxiter*, i.e., during puberty or soon after, I prefer the name *schizophrenia*.' (Bleuler, E. *Textbook of Psychiatry*, tr. by Brill, A.A.)

**dementia praecox** (— prē'koks) [*dementia*,

The basic symptomatology is built around emotional regression. From early childhood the individuals are as a rule quiet and self-contained, extending very little of the feelings to conditions outside of themselves. Often their indifference and apathy have as much relationship to themselves as to their environment.

Schizophrenia was once called Dementia Praecox. While we're not dealing with mental disorders themselves, but rather typology relating to socially accepted, sub-pathological versions, the behavioral tendencies described in the following definitions are still valid for purposes of self-examination.

The first lines of this definition are very pertinent to anyone seeking to make or augment a living through handicapping:

withdrawal from the world of reality; delusions and hallucinations referable to ideas of persecution or of omnipotence or of both. A host of morbid concepts, such as those associated with narcissism, homosexuality, auto-erotism, Oedipus complex, immortality, cosmic identification, etc. form the framework for the new and phantastic universe to which the patient adjusts himself. He substitutes a universe of phantasy for the universe of fact.



The "dysfunctional horseplayer" does not really WITHDRAW from the world of reality. By clinical definition as applied only to the arena of (gambling) handicapping, he/she was never IN the REAL world to begin with. This is the standard attitude of the American Psychiatric Association concerning all gamblers. It is not mine! This official position does have some validity, however, if we examine LOSERS only, and the contaminated concepts they apply to "playing the horses."

There is a dearth of reality to be found in the myths and "hossy sayings" that have been standard fare for horseplayers for decades. These myths are perpetuated by system sellers and touts, from whom few horseplayers have been immunized. Even some of the more erudite, literate handicapping writers of books and, especially magazine articles, have innocently lent their names to some popular myths. Others are not so innocent. They just don't care to know any better. The microcosmic world of the racetrack and legal book is in itself a fantasy world. Prevailing opinions as expressed through the loud verbal protestations of the mob, would shock a rational Martian if he were dropped from a space ship into the general admission area of a race track. He might well think he had fallen into an insane asylum. For where else would a single jockey, capable of making several hundred thousand of dollars a year WINNING on a horse, be accused of STIFFING a mount just to spite a few horseplayers? And yet we constantly hear inmates of this asylum shouting, "You did it again Cordero! Every time I bet on you, ya stiff MY horse. Every time I bet against ya, you win!"

Note the typical phraseology. "I" "My Horse," "You." PERSONALIZING the event. On Wall Street, IBM, Ford, AT & T are seldom personalized. In that asylum the inmates at least realize that they are wagering on a commodity.

The Race Track or Off-Track Betting establishment are, of themselves, "New and Fantastic universes." The horseplayer does not have to ADJUST himself to them at all. Most important, there is no need to SUBSTITUTE a universe of fantasy for a universe of fact. It is there, just beyond the admission gate. A world where narcissism, oral fixation and cosmic identification are the absolute NORM. Part of this norm is found in the following inexorable facts:

On any given day at any given racetrack, 5% of the patrons WIN money. 2% win consistently and significantly.

20% break even (no significant loss or profit). 75% LOSE. Many of them significantly enough to enhance the fortunes of the 5% who win.

It is a victory of sorts to consistently be among the 20% who break even. If EVERYONE broke even at all gaming events there would not be the "tragic social phenomenon of the pathological, compulsive gambler," as described by my psychiatric counterparts. It is madness to be among the 75% who day in, day out, LOSE. Moreover, it is an unnecessary madness. One can join the 2% who consistently win IF one is willing to decontaminate the mind from the insidious injunctions that dominate loser mentality. But first one must accept the fact that any handicapping PROCEDURE, system or method, is only 20% of the battle; though it must be learned. The other 80% lies within the power of each individual to change and control.



## THE SCHIZOID "TYPE"\*

\*Again, a reminder: we are dealing here with typology, not pathology. No inference of psychosis is intended in using schizoid as there was none in using manic.

While Schizophrenia itself is more difficult to treat and cure than Manic Depressive Psychosis, the Schizoid TYPE "horseplayer" is far more susceptible to the benefits of WIN THERAPY. The reason is explained by the words of therapist Lars Erickson in his study of the Hypomaniac Horseplayer from the preceeding chapter (see FOLLOW-UP # 20), when he said: "You were correct. Most of the non-winners we have been able to convert to consistent winners were schizoid types. Outwardly their behavior seems to parallel the HYPOMANIC, but their internal articulations are quite different; so when we script positive dialogue for their internal voices, we can turn them into positive expectancy candidates."

While the Manic type does internalize, it is usually necessary for him to hear those thoughts externally expressed, by self and then echoed back by others. When other voices offer differing messages, they are frequently acted upon impulsively, taking precedence over the initial internal message. This leads to changing horses in the middle of the stream - or more precisely - changing the horse to be wagered on while in the middle of the line to the window. Impulsive reaction to tote board fluctuations, and infusion of "sure fire" back stretch gossip, tips from friends or foes, also characterize this syndrome.

The Manic type tends to discount any handicapping procedure that contains mathematical complexities unless he/she completely comprehends and agrees with such procedure. Synergetic or New Direction aspects of the handicapping process, such as ULTRASCAN and ENERGY!, are discarded in favor of that which can be characterized as something the individual can see, feel, hear, touch. Sensual identification is mandatory. That is why this TYPE is inclined toward TRIP HANDICAPPING, SELF-MADE VARIANTS, AND SPEED FIGURES personally and laboriously made. TRAINERS and JOCKEYS tend to be more important to the manic type.

Schizoids may also embrace any or all of the above categories, but they do it from a set of internal fixations that can be altered only by what might be described as a quasi "religious conversion." Fortunately, this type is quite subject to such conversion while the Manic type is seldom converted completely to anything. He/she functions with day to day vacillations caused by even casual outside influences.

The Schizoid type can be programmed provided there is a large element of TRUST in the programmer. Once programmed this individual builds a fantasy world around the scenario of the programmer. If the programming is valid, the individual will dedicate vast amounts of energy to making the fantasy come true. Driven by internal voices and not subject to peripheral influences, this individual can become a consistent winner with less effort than his/her HYPOMANIC counterpart.

The most important condition is, however, that the programming be viable. Otherwise this type can become fixated in a non-negotiable delusion for all time. Our best - and worse - handicapping authors fall into one of these two categories. If one reads a sequence of their books it is not difficult to determine which.

Most important is the fact that it is NOT necessary for the individual handicapper to be imprisoned by either of the described TYPES. By gaining INSIGHT into the problem, one can bring about changes and become a synthesis of the best of both. A good test of one's ability to embrace such a change would be by testing YOUR attitude toward what I have written. If you feel it is garbage, nonsense and it makes you angry at ME, then you are probably fixated in one of the two patterns. If, on the other had, you recognize yourself in these pages, and get angry with YOURSELF for succumbing to negativity, then you have already begun to effect a cure.

Here is an overview of handicapping/wagering tendencies that identify the schizoid type. Characteristics include -but are not limited to, the following:

- 1: Seeks perfection. Envisions winning EVERY race.
- 2: Is not concerned with the anxieties, opinions, prejudices or opinions of others but is plagued with SELF-DOUBT.
- 3: Has difficulty wagering over \$10 per position. Wants to make a lot of money with little risk. Is NOT RISK ORIENTED.
- 4: Is more prone to examine secondary wagering options: Place, Show.
- 5: More inclined to follow precise Methodological procedures. Enjoys analyzing races more than wagering on them.
- 6: Less prone to ask questions. Seeks solitary solutions.
- 7: Internalizes, frets and worries over peripheral possibilities. Refrains from boasting of winnings for fear that success is fleeting and will all dissolve the next day.
- 9: Takes more pleasure from winning races than winning money.
- 10: Once dedicated almost never deviates from his/her procedures or loyalties to the source of success.
- 11: When dysfunctioning feels quite helpless. When functioning well, shows a genuine ability to be helpful both to self and to others.

## TPOLOGY: PERSONALITY TYPES

Human behavioral typology is not new. Its scientific roots date back to a time before Lombroso's findings on criminal types. The two persons who had the most rational and lasting influence in distinguishing personality traits through typology were Carl Jung and Ernst Kretschmer. It was Kretschmer who coined the words Schizothymic and Cyclothymic, to which we have been referring. Kretschmer also popularized the term Athletic, corresponding to Cyclothymic, Asthenic: Schizothymic; (Ectomorph) and Pyknic: Exaggerated Cyclothymic (Endomorph) with a predisposition to gluttony (always on a picnic, which is the origin of the term). W.H. Sheldon made popular such typological terminology as Ectomorph, Endomorph and Mesomorph.

Our principle reference to topology is derived from Jung. Jung is the father of the terms Extrovert and Introvert. He said there were two basic general attitude types. They are delineated by the directional flow of the Libido. Flowing outward characterizes the Extroverted type. Libido turned inward; the Introvert. Because the musculature and body fat disposition of the Extrovert is GENERALLY Endo or Mesomorphic and that of the Introvert GENERALLY Ectomorphic, we have, for the purpose of this treatise used Hypomaniac for Extrovert or Cyclothymic; and Schizoid for Introvert or Schizothymic. I stress the word GENERALLY for mass circulation. Individual differences often defy any generalizations. Under NO circumstances is a given individual necessarily a prisoner of ANY typology.

While Jung, himself, was prone to make analytic diagnoses based on body typology, his successors preferred to make their "Type" appraisals from the following test. If you would care to take this test, here it is. For a diagnostic appraisal, send your answers back to us with a stamped, self-addressed envelope and we will evaluate them at no charge. (Inland Empire Institute, 1390 East 6th Street, Beaumont, CA. 92223.)

1390 East Sixth Street Suite #5  
Beaumont, California 92223

NAME: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_

## JUNGIAN TYPE SURVEY



INLAND EMPIRE INSTITUTE

### DIRECTIONS

This is a study of PSYCHOLOGICAL TYPES, not of intelligence or emotion. There are no right or wrong answers. Everybody has each tendency at times. Which do you use most readily; i. e., which best describes your original inborn tendency, as distinguished from what you may wish to do, and from what you have made of yourself.

You may find that sometimes in your life you would circle a, other times, b. Circle the answer that conforms to how you respond MOST of the time. If you are completely ambivalent about a question, then do not give ANY answer.

- |   |  |   |
|---|--|---|
| 1. In general company do you like to<br>a. Listen<br>b. Talk  | 13. Eager to join in other's plans<br>a. Seldom<br>b. Usually                              | 26. In reading, do you prefer<br>a. Poetry and fantasy<br>b. Current events   |
| 2. In viewing a problem, do you<br>a. First seek a background of experience<br>b. First appraise the particular time-place-person     | 14. Do you prefer to<br>a. Read about a thing<br>b. Hear about a thing                     | 27. In perceiving things, is your first approach<br>a. General effect<br>b. Important details   |
| 3. Is your nature more to<br>a. Think and feel about life<br>b. Throw yourself into active experience                                 | 15. Is your impulse to be<br>a. Leisurely<br>b. Punctual                                   | 28. In reasoning, do you proceed from<br>a. General rule to particular case<br>b. Particular case to general rule                     |
| 4. Are you more interested in<br>a. Why a person is the way he is<br>b. Why he does something   | 16. When a book is disappointing do you<br>a. Try a new one<br>b. Finish it anyway         | 29. Confronted with misfortunes in others is your impulse to<br>a. Search for the cause<br>b. Condole                                 |
| 5. Assuming your living were assured, would you follow a vocation<br>a. On the imaginative side<br>b. On the useful side              | 17. When about to travel, do you pack up<br>a. At the last moment<br>b. At Leisure         | 30. When you overhear 2 persons in a difference of opinion do you hope<br>a. Something good comes out of this<br>b. They will stop it |
| 6. Do you like pictures with a sense of<br>a. Soaring upward<br>b. Closeness to earth   | 18. Mostly, do you prefer people with<br>a. Good thinking<br>b. Good feeling               | 31. How many friends do you have<br>a. Few<br>b. Many   |
| 7. In practice, are you<br>a. Casual<br>b. Punctual   | 19. Is it easier to devote yourself to<br>a. Social problems<br>b. Friend's problems       | 32. Regarding human reactions, are you interested more in<br>a. General psychic laws<br>b. Individual peculiarities                   |
| 8. Granting that you are tactful in practice, what is your real impulse<br>a. Speak out<br>b. Noncommittal                            | 20. Is tact to you a matter of<br>a. Respecting independent views<br>b. Warm sympathy      | 33. In reading do you prefer<br>a. Character study<br>b. Action   |
| 9. In forming judgments, is your mental process mainly<br>a. To look for a guiding principle<br>b. To declare your personal valuation | 21. In giving praise are you<br>a. Reserved<br>b. Outspoken                                | 34. In color designs do you prefer<br>a. Muted effects<br>b. Gay effects  |
| 10. In study of mankind, do you prefer<br>a. Principles and laws<br>b. Manners and valuations   | 22. Is your attitude becoming<br>a. More general<br>b. More specific                       | 35. Do you spend or save<br>a. Spend<br>b. Save   |
| 11. Do you express yourself more easily in<br>a. Writing<br>b. Conversation   | 23. Do you like to chat with clerks, hairdressers, porters, etc.<br>a. No<br>b. Yes        | 36. Is orderliness<br>a. A bother<br>b. A cinch   |
| 12. Do you wonder what is behind people's remarks<br>a. Often<br>b. Not much  | 24. Is the telephone bell a pleasure<br>a. No<br>b. Yes                                    | 37. Do you size up a person on basis of a very short interview<br>a. Yes<br>b. No   |
|   | 25. Do you overlook details because of immediate interests<br>a. Rather often<br>b. Seldom | 38. When your opinions vary from those of your circle are you<br>a. Intrigued<br>b. Uncomfortable                                     |

# The Psychology of Winning

by Lars Erickson

## PROJECTIVE IDENTIFICATION IN THE LOSER'S CIRCLE

This article has to do with what our Fearless Leader affectionately refers to as "That Psychology Crap." I prefer to call it the "Vital Basis for Fun, Profit and the Building of Character." So what the hell is Projective Identification and what does it have to do with what Dr. Sartin has dubbed "The Loser's Circle?"

The term "projective identification" was originally coined by the maverich psychanalyst Melanie Klein over fifty years ago. Projective Identification is related to the more familiar mechanism of *projection*, wherein one ascribes to others unwanted or denied aspects of self (e.g. the alcoholic who sits at the bar working on his twelfth martini and talking about what a bunch of drunks the other patrons are). Projective Identification, however, is an *interactional* mechanism; the projector behaves in such a way as to elicit in the individual(s) who is the target of the Projective Identification those feelings which he (the projector) wishes to deny or to expel from himself.

Simple example: Mr. A is not conscious of his being grindingly bored. He begins to prattle monotonously to Ms. B about some subject which she finds profoundly uninteresting (probably horse racing). Ms. B, who had been contentedly reading Shakespearean sonnets or watching *Love Boat* on television, finds herself inexplicably feeling bored. Mr. A's tone of voice, subject matter and affect have produced in Ms. B the boredom which he himself unconsciously experiences.

Thus, Mr. A seeks to control his boredom through an identification with another person, to expel an unwanted feeling from himself, and probably to enlist Ms. B's aid in relieving him of that feeling. (In regard to the last point, it's noteworthy that, in my nascent career as a psychotherapist, I've often found myself experiencing the feeling states characteristic of the psychopathology being presented by the client with whom I'm conducting a session.)

Nowhere have I come across Projective Identification in more raw form than at the racetrack. For example, there's a Sartin client of my acquaintance, who is a quite likeable, jolly fellow, whose company I find pleasant outside the environs of Longacres. He is quite a decent handicapper, to boot. Yet when he comes around me at the track, I feel a knot of anxiety grip my gut. My palms sweat, my heart races. I start questioning whether my selections are correct. My ability to imagine creatively a race's outcome vanishes. I'm the recipient of this guy's Projective Identification, his anxiety has become my anxiety. His trembling hands, halting breath, and manic head-buzz have invaded my soul.

Another client here in Seattle always the effect of making me feel insecure and inferior (as if I don't have enough of that problem already). He displays a swaggering macho bravado, puffing out his chest and bragging mercilessly about all the races he's hit; even if in truth he lost them (reference Dr. Sartin's comments on the hypomanic horseplayer). This superman facade defends against his unconscious feelings of inferiority, and his Losing Gambler mentality. Via Projective Identification, he seeks to balm his own troubled psyche, to communicate about and to control his insecurity.

Now, one would think that a relatively psychologically sophisticated person like me should have no problem warding off such Projective Identification's. Not true. The racetrack is an environment of pervasive anxiety, compulsion, and (more often than not) despair. Focusing oneself on the challenging task of predicting the collective behavior of a group of 1200 pound animals over which one has absolutely no control requires maximum psychic energy. Dealing with someone else's troubling psychic contents can only distract from that task. In the therapy room, I'm able to accept a client's Projective Identification as a communication about himself; I feel what he feels. Thus, my experience of the Projective Identification is an invaluable tool for ascertaining the client's feeling-state and, via reflection and interpretation, helping him to understand his unconscious process. In the therapy room, dealing with Projective Identification comes with the territory; at the track, my job (and joy) is to win money, not conduct therapy.

All of which brings me to the Loser's Circle. Most of you have probably heard Doc tell about a group of Southern California and Las Vegas clients who sit together at the track (or in a race book) complaining that the Charter Members were the only people in PIRCO actually winning any money. When Doc convinced one of these unfortunates to sit by himself at the track, lo and behold he became a winner. I'm convinced that he must have escaped the Projective Identification's of his buddies.

I've witnessed the same phenomenon here in Seattle, not only in others, but in myself. I didn't start consistently winning at the races until I started keeping to myself. Free of the Projective Identification's of others, (and no doubt keeping them free from mine), I experienced a dramatic reduction in anxiety, insecurity and fuzzy-headedness. Pace lines started to "loom." The winner, at times, leapt off the page at me. I saw that races ran just as Sartin, Bradshaw et al said they would.

If you're losing at the track, or not winning as much as you know you're capable of winning, you might take a look around at the Loser's Circle where you may be hanging out. Some sights and sounds of the Loser's Circle:

"I liked that horse, but Larry talked me off of it." (Larry felt shaky and indecisive; via Projective Identification he gave you his indecision to deal with. You both paid the consequences.)



"I'll never be a winner, like Moe. Mow never seems to lose, and does he ever rub it in! I don't know how he does it." (A real winner isn't concerned with bragging to you about it. Have you ever heard Sartin or Bradshaw indulge in such crass braggadocio about their winnings? Moe is using Projective Identification to make you feel his inferiority and the sting of his losses. If you meet the Buddha on the road, kill him - especially if he's a Losing Gambler in Buddah's clothing.)

"Every time I sit around Curly, I've just got to do better than he does. Usually, I end up losing, and so does he." (Now, here we have an interesting situation. Curly and you feed on each other's poisonous Projective Identification's. You each choose to have your pathological competitiveness reside in the other. Thus, both of you focus on getting one up, losing your focus on the races in the process.

One final note; no man is a psychological island. The notion that we can be shut off from the emotional/psychological productions of others is an unfortunate misconception of our pathologically individualistic culture. With the exception of catatonic schizophrenics, we all are at least subject to the feeling-states of others. In the high anxiety racetrack milieu, that means that we're subject to taking on the pathology of Losing Gamblers.

I counsel you, therefore, to heed the advice of every true handicapping expert from Pittsburgh Phil to Howard Sartin. At the racetrack, keep your own counsel. Eschew the Loser's Circle. As the brilliant psychoanalyst D.W. Winnicott told a young client whose psychotic parents used her as a container for their Projective Identification's: "You must never go home again."

Stated a bit differently by the immortal Anonymous: "If you hang around the barnyard, you're going to step in pig caca."

# The Psychology of Winning

By Howard G. Sartin, Ph.D.

My thanks to Lars Erickson, who imparted an excellent lesson while taking over this column in the last *Follow Up*.

We just finished mailing the last of several hundred Jungian type surveys given at our class in Beaumont and in Follow Up 21. With a few notable exceptions, client scores fit a normal curve, and except for names and occupations might well have been results from a college test sampling. The test determines Extro and Introvert Typology. The perfect balance is 60-40, regardless of whether dominated by E or I. For couples who took the test or for friends sharing test results, I should point out that on one test a given answer might be scored E while on another the SAME answer might be scored I. The determination on certain questions is based on previous answers. Those with more than two O's (No Answer or an ambivalent answer) should be re-tested. Undecided is a very negative sign on this test; just as it is in handicapping.

Our subject this time is: MAGIC. Magic is the buzz word used by contemporary psychiatry in explaining why none of us can ever really succeed as professional "gamblers." We need to recall here that they view horse racing as being as much a gambling event as casino games; in some cases even more so.

Their thesis is that we are all deluded by a non-existent pot of gold at the end of a mythical rainbow because we were emotionally arrested at the oral stage of our behavioral development. This is the stage from birth to about 6 months. During this period, the infant has no rational thought processes. Rationality is a conditioned response. Our needs are taken care of. We are fed, our bodily emissions are cleaned up for us, we are presumably soothed when we cry out. In general, we are completely nurtured. Being pre-rational, the infantile mind assumes that all this happens through magic, because our needs are met through no effort of our own.

When one's emotional/behavioral growth is arrested at this stage, a self-centered, willfully irrational adult begins to emerge. Such personalities are manifest by those in the arts; especially the performing arts. Most parents will see oral fixation re-emerging in their offspring at puberty, in the form of teen-age psychosis. This is a natural phenomenon caused by unfamiliar glandular changes causing the ascending adult to try one more time to revert to its birth to 6 month old existence. By eighteen it is supposed to go away.

Not so with the "gambler," mainstream psychiatry insists. The gambler still clings to an irrational belief in "magic." It is the ingredient that is supposed to make the dice come up as desired, produce a

perfect 21 hand, make the roulette ball fall on a given number and, for the "horseplayer," bring home a horse or combination of horses in the proper order of finish.

In the eyes of my psychiatric peers, all systems and methods are viewed as magical by their users. This view is supported by my own experience with those who ordered the Methodology and failed with it within a few weeks or even days, complaining that it did not produce only one number that isolated the winner. All of these people received the same caveats that you did: that the Method was not an easy, pie-in-the-sky, get rich-quick magical formula. We stressed the necessity for hard work, attention to detail and the need to develop pattern recognition. And, most especially the requisite of eschewing all previous "hossy" precepts. When we pointed out these warnings to the complainers, they all said they never saw them or that they thought they were inserted as an advertising "come-on." In short, they thought they were purchasing a "Magic Device" that would feed them, soothe them and change their diapers.

While "magical" systems, now mostly computerized, still sell in the hundreds of thousands, they have been superseded in popularity by "tout services." *Racing Form* advertising is now dominated by phone services promising winners galore. Getting one's selections from a tout is comparable to relying on parents to take care of infancy needs. Tout service users revert to utter pre-rational thought dependency: Dial 800-Parent! Or in New York, Dial 900-GURU.

These ads, along with their huge public support, are ammunition for the guns of contemporary psychiatry's abstinence theory that is pointed at all of us who aspire to handicapping success. It is evident that a large number of North American "horseplayers" fit the diagnosis of "oral fixation," and should abstain until they are willing to mature.

The bottom line for those of us who still regard handicapping as a skill and an art, is that we are not only competing with the horse racing public for the pari-mutuel dollar, but also with an assortment of supposedly "expert" handicappers who run the tout services and pre-race breakfasts. Coupled with the proliferation of "velocity" methods, this could lead to lower mutuels at major tracks where the touts have some real claim to "expertise."

To date, we do not have enough evidence to draw any conclusions on the matter except in Southern California and New York City, where our velocity users have seen their mutuels drop from an average of \$10.40 to around \$9.80. Countering this, adept ENERGY! and Ultra-Scan clients have seen their average mutuels go up by as much as \$3.00. We still have a number of ENERGY! clients who insist upon treating the program as they would velocity, thus failing to reap its benefits. This problem, too, is more in the realm of the Psychology of Winning than in handicapping, per se.

While most of you are not orally fixated nor seeking "magical solutions" in your overall handicapping, you still manifest some of these characteristics in your money management AND in your approach to exotic wagering. A great number of clients still think they can make a good

profit from racing through \$20 wagers. An even larger number still cling to the notion that the horse second most likely to win will be the place horse in your exacta. While he is not a client and cannot be expected to accede to our dictum, James Quinn in his ENERGY! article last *Follow Up*, voiced surprise that the place horse only appeared in the top two Variegate choices only twice in 20 races.

This is, of course, supportive of our contention the place horse is most often the Counter Energy horse. Quinn will come to recognize this quickly. That is his talent. How long will it take all of our own clients to reach this point? Sometimes I get the impression that many of you, subjected to my constant nagging about discipline, proper money management and readout interpretation, still cling to illusions of "Magic" in the area of exotics. Perhaps this is your adaptation to pressure, a form of release. Part of you is still insisting that horse race wagering is gambling, which implies taking "fliers" and relying on fate.

I recently asked several seminar groups how much money they put through the mutuel machines every day. Surprisingly fewer and fewer hands were raised as I got past \$200. I wondered how many clients truly KNOW how much they invest per day. Do they count those little fliers here and there that add up to so much more than they think?

Over 50% of our Clients who report their win proficiency and profits to me show an average ROI of 50% per betting cycle. This is higher than the national average for PROFESSIONALS. It means for every dollar put through the windows, a 50 cent profit is earned. Making \$500 per week, which most of you tell me is a minimum wage, requires a \$1,000 per week investment. Over five days, that is \$200 per day minimum if you work five days a week. Fewer days: more per day average investment.

What keeps most of you from actually earning a 50% profit is your flier bets into areas where you have no proven proficiency. Exactas, daily doubles, etc. You know this. I've never heard anyone deny it. Your rationale is that these are "action" bets NOT serious wagers. Action bets eat away at a bankroll. No matter how one tries rationalizing them away, they are symptomatic of the oral fixation belief in "Magic" syndrome.

The solution lies in gaining skills and insights into the area of exotics. So long as you eschew the truths outlined in our 55% Solution Manual; so long as you persist in believing that the horse second most likely to win is the most likely place horse, you are flying in the face of established reality. Defying reality adds up to being orally fixated and believing in "Magic."



BOSS

## A NOTE FROM THE PUBLISHER.

(Editor's Note: as some of you may have heard by now, Howard was quite ill last month. He spent a week in the hospital and is still not up and around. Some of the familiar features will be absent from this issue, as Howard only had strength to do a couple of pages. I'll try to fill in as best I can and hope that we will be back to normal soon.)

\* \* \* \* \*

What is a man profited if he shall gain for himself and others success, but end up a renal failure?

I didn't even get to go in an ambulance. No feeble cries of "turn up the sirens, I'm a guru!" I went in a Nissan Maxima. The local M.D. predicted a future of two days a week on a dialysis machine. "No way!" I proclaimed. My daughter, Mary, a nouveau Mary Baker Eddy, echoed the affirmation. So, I got dressed and we left that hospital and sped to Loma Linda. Smelling of disinfectant and overcooked soy beans posing as meat, it is nevertheless one of the best medical facilities in North America. My fate would rest in the hands of its capable specialists.

All my great childhood heroes from O. Henry to Hemingway, from Edwin Booth to Errol Flynn had succumbed to diseases stemming from overimbibing. Was I was now to join them? The cause of my acute kidney failure: drinking too much . . . MILK! Hypercalcemia. What a low blow.

On the headstone of Alfredo Codona, the great circus artist who performed the first aerial triple somersault, is a broken trapeze ring. Was mine to be a bottle of spilled milk? No! I refused to go clouded by such a wimpish diagnosis. So, armed with a library of books on visualization therapy provided by my daughter, I conjured hungry sharks lurking at the cavernous entrance of each kidney viciously devouring schools of calcium guppies. My blood calcium slowly went from over 13 to 6.5 then to 2.4. Was it the books? My daughter had provided them all at my bedside; from Norman Cousins to the swamis of the East. Or was it the drug, Calictone? 8 mm intravenous every 12 hours. That, along with round the clock I.V., .09 saline solution and, in keeping with my horsy proclivities, lasix. Lots of lasix. A good thing it didn't happen in New York where lasix is banned.

I wound up enjoying the best of two worlds. Visualization therapy and modern medicine. A victory for both the M.D.'s and my daughter.

Incidentally, what an immediate way to lose weight. I went from 175 pounds to 158 in just 9 days. Jenny Craig, eat your heart out.

So that's how I spent the last month. Sorry about missing your calls and failing to answer your letters.

We make a lot of jokes about our kidneys and their function, but in truth they are quite important. Like the second call, they are the fulcrum of our pace. They govern body temperature and blood pressure. They are a principal algorithm in our Energy Generator.

With impaired kidney function, one has little control over his pace. It's like going back to final time handicapping. And my final times are slow. For now, I'm out to pasture; turned out to grass. And I mean that literally. Water Cress, lettuce, raw celery and carrots, cucumbers and rice. For dessert: Jell-O and applesauce and maybe an unsalted cashew nut. Low protein, low sodium, low potassium; no calcium. Wow! What ever happened to steak, crab, oysters and lobster? (An easy diet to follow. If it tastes good, don't eat it.)

I'm told that time is the only healer for this impairment. Nature has its own pace and I can only move with that pace by responding to nature's demands with a positive but complacent attitude. This precludes my spending agonizing hours going over races clients failed to win but took little time or effort to discover WHY on their own. Most of these races have been farmed out to Jim "The Hat" and other Pirco charter and Teaching members. They report that 60% of your losses stem from leaving winners OUT or including more than SIX horses in your readouts. This, despite our constant demand that you get a race down to FIVE or less contenders or - PASS!

Just as prevalent are the cries for help from those with an overall win percentage of over 60% with satisfactory R.O.I.'s, who push the panic button every time they lose more than two races in a row. They send bulky packages containing races lost without any indication that they did anything to ascertain the reasons for themselves. They want us to become Santa Claus, fixing the toys they broke after we delivered them for Christmas. Read the directions. Repair instructions are on each package, complete with a do-it-yourself repair kit called KGEN.

On the bright side I will now be able to spend my alleged leisure hours doing what I do best: research into cause, effect and cure for non-winning. This includes advanced program development in concert with my alter ego, the "Hat", and individual counseling on the REAL problem: inherent psychological resistance to handicapping success.

1990 saw many of you overcoming this psychological barrier and coming to the realization that the answers you seek lie not in my critiquing lost races but within yourself. I have had hundreds of letters confirming this and they are a continuing source of inspiration to me. I hope to hear a success story from each of YOU in the near future.

I want to thank those who have written hoping for a return to health, and wish you all a very Happy Holidays. Let's make this joyous time of year also be a time of new beginnings.



# The Psychology of Winning

by Howard. G. Sartin, Ph.D.

## THE MASOCHISTIC HORSEPLAYER

So far we have addressed the Dysfunctional Horseplayer, the Hypomanic Horseplayer and the Schizoid Horseplayer. Continuing with this series, we move to the Masochistic Horseplayer, perhaps to most devastating disorder of them all.

The popular notion of masochism is that it is a desire for pain and punishment, usually with a sexual connotation. It is based on the original definition introduced by Krafft-Ebing in the 19th century. By that definition, sadism is the compulsion to cause pain and administer punishment. Hence, masochism is sadism turned inward. In all subsequent definitions of masochism, its etiology lies in deep disappointment in parent-child symbiotic "love." In short, stroke deprivation. Of the various sub definitions of masochism, "Masochism, social" best fits the dysfunctional thoroughbred handicapper.

"Masochism Social: A characteristic subordinate attitude toward life, forcing the person into submissive and passive behavior, which enables him/her to stand, even appear to take pleasure from defeats, Such a situation can be described as a 'giving up' attitude."

Popular author and educational psychologist James Quinn has often made written and spoken reference to the average "Horseplayer" as a passive personality type.

The masochistic theme has long dominated horseplayer fiction and humor. Listen to the classic jokes: "The greatest thing in the world is a day at the track; the only thing better than a losing day at the track is a winning day at the track." "Had a great day at track, broke even. Good thing, because the rent was due." "Had a marvelous day at the track; lost my money but I gotta free ride home. "My wife sent me to a psychiatrist because I follow the horses. Told the psychiatrist, I don't follow the horses, I follow horses that follow horses." "I just KNEW that horse was gonna win." So why didn't you bet him? "The jockey stiffed my horse." "Every time I bet that jock he loses. When I don't bet him, he wins." "If there's a photo I always lose it. They got it in for me." "You can't win this game for losing, It's fixed, I tell ya. Fixed!" So why did he return the next day? Because even a losing day at the track is better than whatever is second best.

To find examples of the masochistic horseplayer, we don't have to go to Damon Runyon, William Murray or other fictional prototypes. I found ample clinical evidence of the problem in the follow up responses received

after the Master Class in Handicapping that Dick Schmidt and Michael Pizzolla did in Las Vegas last November.

To keep my observations objective and clinical I decided, after the first few responses, to white out the names of the respondents. Also, for the sake of fairness, I am fully aware of the outstanding preparation and execution of this series on the part of Dick and Michael.

For those not familiar with the Master Class concept, I'll review. It was held over two separate weeks in Las Vegas. Thirty-eight clients attended, divided about half and half between the two one week sessions. The cost was \$500. It was not a PIRCO project per se. We had no participation in the sessions and so deserved no share of the profits. Dick and Michael did all the work. They deserved all the money and the subsequent glory from the praise heaped upon their efforts. Most of the clients who attended had to travel to Las Vegas by air. All had hotel and eating expenses. The average total out-of-pocket expense per client came to over fifteen hundred dollars.

In view of such expenses, several caveats accompanied the notice for the Masters Class. First from Dick Schmidt. It warned of the expense and dwelt upon the necessity of following precisely a proven money management plan. He imposed a minimum \$500 wagering bank for each attendee. Further warnings went out from this office; one in *The Follow Up*, another in a letter sent out by me to all clients. "Don't make this a high priced tout session," I pleaded. "Follow Schmidt's money management plan to the letter! Don't deviate from the procedures dictated by Dick and Michael." I even suggested a legal contract to be drawn up by Pizzolla in his lawyer role, whereby each participant would agree to work from a minimum \$500 bank, wagering percent of bankroll as directed by Schmidt and wagering on a given number of races per day precisely in keeping with Schmidt's wagering dictum. Rather than being irritated by my warnings, Dick and Michael seconded them.

That was the planned scenario. Now for the reality.

Of the thirty-eight who tacitly agreed to this master plan, I have so far received twenty-six responses to the questionnaire that Dick sent out. That's 68.4%. The national norm for these kinds of follow up response is 11%.

Questions asked included but were not limited to:

- 1: The purpose of the Master Class was to transform your handicapping. Did we succeed in transforming your handicapping as a result of this series? And was it a positive change?
- 2: Did you get out of the Master Class what you came for?
- 3: What was the most valuable benefit?
- 4: What changes would you have us make. What mistakes did we make?.

5: Did the intensity of the class and long hours involve prove worthwhile; and has handicapping become less stressful since?

6: Regardless of betting performance, do you think you received full value?

There were several other questions not pertinent to this article.

The bottom line question was:

7: As you know we also set FINANCIAL GOALS for this class. Did you:

- a: Made lots of money
- b: Made money
- c: Broke even (within \$50 of starting bankroll)
- d: Lost money
- e: Took a bath

To the first six questions, twenty-four responses were uniformly positive. Positive is too weak a word. Glowing would be more appropriate. That's 92.3% who felt they got MORE than full value and found NOTHING to be criticized.

One person felt he was "ripped off." That's 3.8%. He also took only a \$200 bank and failed to follow the prescribed wagering procedure. When he was down \$100, he quit and pouted for the rest of the week.

One person was ambivalent. (3.8%) He had little success, but made a point of saying that he felt he was a good handicapper but Dick's money management plan was "not the way the pros do it." He lost money, but from now on he's going to bet like the "pros:" one horse to win and place.

At this point, I'm compelled to recount that during the two weeks of the Masters Class, non-pro Schmidt made a LOT of money. I will not state how much because of Dick's delicate relationship with the IRS. But it was more than I made in my first full year of clinical practice. Michael made almost as much and was comported by the hotel to a 31st floor suite of rooms. Now that the Vegas books have gone pari-mutuel they reward big winners instead of punishing them.

Now for the masochism part: To the 7th question, Did you make Money? The response was:

9 won -----	34.6%
4 Broke even (+ or - less than \$50)-----	15.4%
12 Lost and 1 took a bath-----	50.0%

The statistics themselves are in no way disappointing. They better the national average by 29.4% on the win side and 25% on the loss end. The masochism syndrome is manifest by the 65% who did not win but who were overwhelming in their praise for the event. Remember, I'm not taking names. All names, except for the winners, I had purposely withheld from me.

Anyone who attended who failed to make a profit should have come away angry! That would be a normal response. Not angry at Dick or Michael, as the one dissenter claiming "rip-off" was, but ANGRY AT THEMSELVES for failing to achieve their goal. The pathology exhibited here is that the 65.4% who failed, exhibited clinical masochism when they waxed so enthusiastically positive about the benefits they felt they received. "The only thing better than a winning day is a losing day???"

Most of them vowed that they were better for the experience when they returned home. Virtually all concluded by implication that: "--had I known before it started what I knew when it was over, I'd have won money." Yes, that's true at the end of any racing day. After you know what you would have won had you bet properly comes the if-Ida. If only, woulda, coulda, shoulda syndrome. That's not dealing with anxiety, it is avoiding a lesson learned from it.

Now for a most important part of the questionnaire. One I omitted previously:

Since the class has your BETTING (NOT Handicapping) performance, in relationship to how you were doing before the class, improved or declined?

Of the winners all but two said definitely yes. One said it went down for awhile without Dick and Michael's "Inspirational Guidance," but when he stopped betting just one horse to win and returned to the two horse dutch, it went back up and his average mutuel became \$15.60. The second one replied that his profits were about the same as before the class. So the rich get richer.

Replies from the 4 who broke even: handicapping proficiency improved. Profits still negligible. Need more practice with proper money management.

From the 13 who lost:

Stayed the same	(2)
Improved slightly	(4)
Improved	(4)
No Change	(2)
Worse	(1)

All but the one recalcitrant stated that they were focusing more on money management as a solution to their problems and less on handicapping, per se. The general feeling was that while Michael and Dick were indeed superior handicappers, the true secret of their success lay in the way they dealt with the problems of money management. Winners and non-winners alike concluded that their handicapping was NOT the problem. Their problem lay in mastering themselves and in making decisions, particularly wagering decisions.

I think that is what the entire Psychology of Winning series has been all about from the start.

Since we received no reply from 12 of the attendees, let's envision a worse-case scenario and include them with the one dissenter. That's not fair, of course, and statistically invalid. I do it to address the problem of that lone client who cried "rip off!"

Whereas 25 persons stated that all of their questions were answered fully and satisfactorily, he (I assume it was a he) said No! All of his questions were ignored. He further said that the whole class was complaining about the same thing. He continued with no answers to all questions and made the comment that he had purchased a laptop computer a Schmidt's suggestion but went back to his hand-held after the first day. His final comment was that because of Dick he now had an expensive computer he doesn't need.

I find at least one like this at every gathering. To hear them tell it, nobody wins, everybody is unhappy with PIRCO'S teaching efforts, our psychology crap, our computer programs, our money management procedures. What these people are doing is projecting their own failures and frustrations on to "everyone" to give themselves the false illusion that they are not the ones out of step. Pathological projection is an illness. But then, so is masochism!

But it is more insidious. While the sickness of the lone dissident is easy to diagnose because it is obvious to all, the apparent euphoria of the non-winner is deceptive. The malcontent is usually vociferous and blame fixing. Always on some entity other than self. The masochistic non-winner seems to blame No One, including self. Blame, though an appropriate word in common parlance, is a bad term, psychologically. It should be amended to fixing responsibility. For the 50% who failed to completely benefit from the Masters Class, not affixing that responsibility on to Dick or Michael was healthy. Not accepting the responsibility themselves was not. Healthy would be answering No! to some of the first 6 question and then augmenting the answer to: "because I failed to dedicate myself to the task necessary for giving a truly unqualified "Yes" answer."

Taking obvious pleasure from failure, as articulated by positive responses to the first six questions, is contrary to your avowed dedication to winning. That it is contrary to PIRCO'S avowed purpose, is obvious. If that purpose was to make a lot of money from you, dazzle you into thinking you got fair value and then taking glee from the deception, we would be raving success. When 50% take such overt and demonstrable joy from not winning for seven intensive days of training from two of our best instructors and profit makers, that is, to me at least, a highly negative symptom.

My standards of value is based not on the worth of what was given but of what was received. Granted, I am contrarian. My feeling is that when a psychiatric clinician says his time is worth \$110 per hour of consultation, he is talking about value given. If his patients are cured, he was worth it. If cure is not the result, his therapy was worth nothing. By conventional standards the recipient is charged what the "seller" is worth, not the ultimate worth of the product. By this standard Dick and Michael

were underpaid. They achieved their avowed purpose. If 50% of the class failed it was not their fault, because they made lots of money and all who followed their lead could, and should have done likewise. Only the innate masochism of the failures prevented it.

What causes masochism and how can it be treated?

In over-simplified pop psychology, the Sadism-Masochism syndrome is almost universally related to guilt. In truth we are more concerned with deeply rooted subconscious guilt not overt guilt which is immediately recognizable. The unconscious roots of Guilt/Masochism lie in taking gratification from "Negative Strokes" in childhood. We have already done several columns on this subject. Let's review the concept of stroke economy. A "stroke" is a unit of recognition given the child by parent specifically, and society in general.

Ideally, the new-born to six months infant receives positive recognition from parental love, coddling and nurturing. At about six months or even before, the punitive parent appears and begins conveying "no" messages, to the child. These come in the form of injunctions, restraints to the "natural" child. Usually they are socially approved, logic oriented no messages derived from long generations of parents acting for the child's "own good." They are perceived by the child as brutal even when they are not. However, the recorded history of real child abuse in our society gives testimony to the validity of the child response.

Even in the best of families, parental attributions are imposed upon the child. Parental attempts at structuring in their "own image," projecting failures and frustrations on the child are common. These attributions, together with time-honored injunctions and discounting, are the basis of deeply rooted guilt that produces feelings of negative self worth, lack of confidence and for our most common disease: depression/anxiety. Alcoholism, narcotics addiction and pathological gambling are also seen as stemming from this same etiology. Without strokes, "units of recognition," the human organism literally dies.

As a self-protective device the human animal will then accept "negative" strokes as compensating units of recognition. Through the process of adaptation, negative strokes then begin to offer the same pleasure as positive ones. The victim takes pleasure from punishment, sometimes physical punishment; more often emotional or intellectual punishment. Parental no messages impart to the non-cognizant infant, rejection. Injunctions, no matter how well-intended, are seen by the child as parental disapproval for doing something wrong. Hence, the seeds of guilt. In truth all parents, some purposefully, but most innocently, lay guilt trips on their offspring.

In the final analysis it is not what the parent does but, rather, how the child - how we - respond that determines our future course in life. Another accompanying aspect of stroke economy is what Eric Berne referred to as the saving up of "trading stamps" to turn in for value - or strokes - at a future date. The masochist saves trading stamps to turn in against



self; as a means of getting pleasure from self punishment such as losing or failing. The sadist, as manifest by that lone "They ripped me off" person, cashes in his stamps by verbally abusing Dick and Michael and ultimately myself and PIRCO in general. Sado-Masochism are two sides of the same coin.

Prolonged passive behavior, as manifest in social masochism, can be quite dangerous. Passivity, far more than hypomania, tends to escalate into violence or irrational behavior. It is the old story of the kettle of water placed on the lighted stove with no escape valve to release the steam. Hypomania provides a built-in steam valve. Passivity does not. The social masochist is therefore more prone to bursts of sadistic behavior than any other sub-psychotic type. Escalation to violence can be turned outward or inward upon the self.

In either scenario the results can be disastrous. The majority of "horseplayers" are social masochists and as a direct result, losers. They are dreamers looking for a pot at the end of a rainbow. Subconsciously they are seeking parental symbiosis based on their subconscious perception of being rejected, or insufficiently nurtured, in infancy. They are not willing to make the journey to the rainbow to collect. Even as they are unwilling to peel away the onion-skin of their psyche to address the roots of their "stroke" deprivation. To them the rainbow, the pot, and curative therapy are mere illusions.

Since illusion are counter to reality, they are adept at every means of reality avoidance. Their answer to the dilemma is couched in phrases we hear so often; phrases that dominated the non-winners responses in the Master Class follow-up. "I'm working on it. I just need more practice. I'll get it yet." All these protestations are symbolic of the theme: "I'm trying." Trying is lying." To TRY is a lie. To DO is true. A seemingly harsh judgment, but a psychiatric dictum just the same. The "Try harder," "Just need more practice," themata is classic avoidance. Reality cannot be postponed. It is with us in the now. Trying is the theme song of the non-winner. Doing is the signature of the winner.

The "Try Harder" syndrome is usually accompanied by an absence of a "will to succeed." Translated into positive terminology, it is the will to fail or, specific to our circumstances, the will to lose. To dismiss this as a purely subconscious effort is to deny the evidence presented by the body language and tenuous phrases such individuals use in daily conversational transactions. The social masochist is perversely conditioned to accept negatives as positive compensation for feelings of inadequacy acquired in early childhood. Not having the innate will to win creates a paradoxical situation which renders winning virtually impossible until radical psychological changes are instituted.

In short, the 17 people who went to the Masters Series and took overt pleasure from their failure to win, journeyed to Las Vegas for the express purpose of learning to win races and money under the tutelage of Dick and Michael were armed with a monetary bankroll, superior computer technology, a proven informational base and handicapping procedure and a healthy enthusiasm for the series. What they failed to take with them is the most

important tool: The will to win! The nine who did win, some several thousand dollars, had no special handicapping skills or tools that distinguished them from the others. They simply had the will to win.

These observations are not confined to the participants of the Masters Series. The problem is prevalent throughout the esoteric world of "horseplayers." We often short circuit it for a day or two at full seminars by prescribing heavy doses of psychological fortification. But, as Elton Smith and other teaching members report, a few days after the inspiration of the seminar wears out, the non-winners need constant psychological re-enforcement from a charter or teaching member or a winning practitioner. 80% of winning is psychological, or attitude, using Mark Cramer's word of choice. Many think that 80% is a self-serving exaggeration on my part. It is not. In fact the figure may be too low.

Passive social masochists are masters of rationalization, whereby every failure is caused by some force outside themselves. Representing, in truth, the blaming of parents for inadequate love. They have adapted remarkably to childhood positive stroke deprivation. The client who compartmentalizes handicapping and money management into two separate categories, calling him/herself a good handicapper who just needs more work/practice on money management, is rationalizing. It is pure self-deception which is another form of self-punishment. Your avowed purpose in joining PIRCO was not to become a good handicapper, but to be a WINNER! The ultimate way to keep score on ourselves is via money earned. I'm not implying that the amount money is all important or even the primary goal of self-fulfillment. But some profit is essential to the rules of the game you have chosen to play.

Anyone who spends nine days under the tutelage of Michael Pizzolla and fails to win lots of races is a masochist. Anyone who spends nine days of money management guidance from Dick Schmidt and fails to make a profit is an extreme masochist. To fail under the auspices of both at the same time, can be accomplished only if you absolutely want to lose. Perhaps your WANT is sub conscious. It usually is. Then the cure lies in addressing your sub conscious. It can be done through meditation and visualization therapy. If these techniques can cure cancer and kidney disease, they can surely rid us of the contaminations, diseases, if you will, caused by stroke deprivation.

Next issue: an effective cure. Some lessons in meditation and visualization therapy.

# Psychology of Winning

by Howard G. Sartin, Ph.D.

## MEDITATIVE VISUALIZATION

Over the past several issues we have been discussing various personality types and their response to the anxieties imposed by the need to make handicapping decisions. You are all well aware of the phenomenon that virtually all clients are able to pick an abundance of winners when handicapping before the fact, on paper, in the secure environment of the home yet fail to implement similar decisions when influenced by the ambiance of the track or off-track wagering center. Over the years, this has been confirmed by seminar groups. Out of every one hundred clients there are usually no more than one or two who don't meet this criterion. In private consultation they invariably reveal personal problems not related to handicapping as the reason.

We all can be categorized, however loosely, through psychological topology. In taking the various tests published in this column many of you have told me that you have identified yourself as having tendencies toward being hypomanic, schizoid or masochistic. I have repeatedly stressed that such classifications do not suggest morbidity or pathology in any way. Thus far only one individual has taken my observations as a personal slap in the face. The rest of you have perceived my motivation as an attempt to help you in overcoming the true etiology of non-winning.

As introduced in this column last issue, visualization has proved to be a highly effective cure for the almost universal anxieties that inhibit proper decision making at the betting window. Visualization is used in two separate ways. A two-pronged attack force in the pari-mutuel war. Let's examine both.

The first application was succinctly described by one of my first six truck-driver clients convicted of a gambling related felony back in 1975. His name was Sam. He was the most successful member of my original group.

"You know, Doc," Sam confided. "It's getting so after I been using these figures so long, I can almost see how the race is gonna come out even without writing down numbers."

He was voicing a fact that through the years has proved to be quite accurate. By translating fractional times into rates of velocity, the user begins subconsciously to see the unfolding of a race. Knowing what to look for, the match up of contenders at each call becomes more apparent. As a result, the winner, and often the place and show horse, seem to loom up from the page of the *Racing Form*. This will happen most often with the more formful horses, but astute methodologists can frequently detect long shots as well.

As a result of Sam's observation I devised the test "You call the race". While many can successfully apply this exercise under clinical supervision with superior results, few demonstrate the ability in practice. The underlying reason is a lack of confidence in their own judgment. This is another aspect of individual feelings of low self-worth and indecision in handicapping only. Clients who have no trouble in making excellent vocational or professional decisions become, to use their phrase, unglued when faced with wagering decisions.

I frequently see doctors who can perform delicate surgery or complex medical treatment with uncanny precision break out in a cold sweat and begin to inwardly tremble when asked to make racing decisions. Lawyers who easily handle million dollar cases and can argue brilliantly in court, routinely suffer stage-fright on the way to the betting window. The same person who can look at a problem race requiring no real wagering decision and saying, "Ray Charles could find the winner in this race," often becomes blinded by anxiety in a real life situation. In running statistics derived from clinical control groups, twelve percent experienced mental blocks when faced with taking the you call the race exercise. Their minds simply went blank and refused to respond. Of the remaining eighty-eight percent, a total of seventy two percent picked the winner in their final top three choices and one or more in-the-money finishers in their top four.

We have recently revised the format of the you call the race exercise to include a graphic of a race track to further enhance the visualization process.

Utilizing this innovation we find that client success has improved six percent over results from the old exercise where no picture of a race track was used. I urge you to make copies of this and perform the exercise regularly until the Match-Up becomes second nature to you.

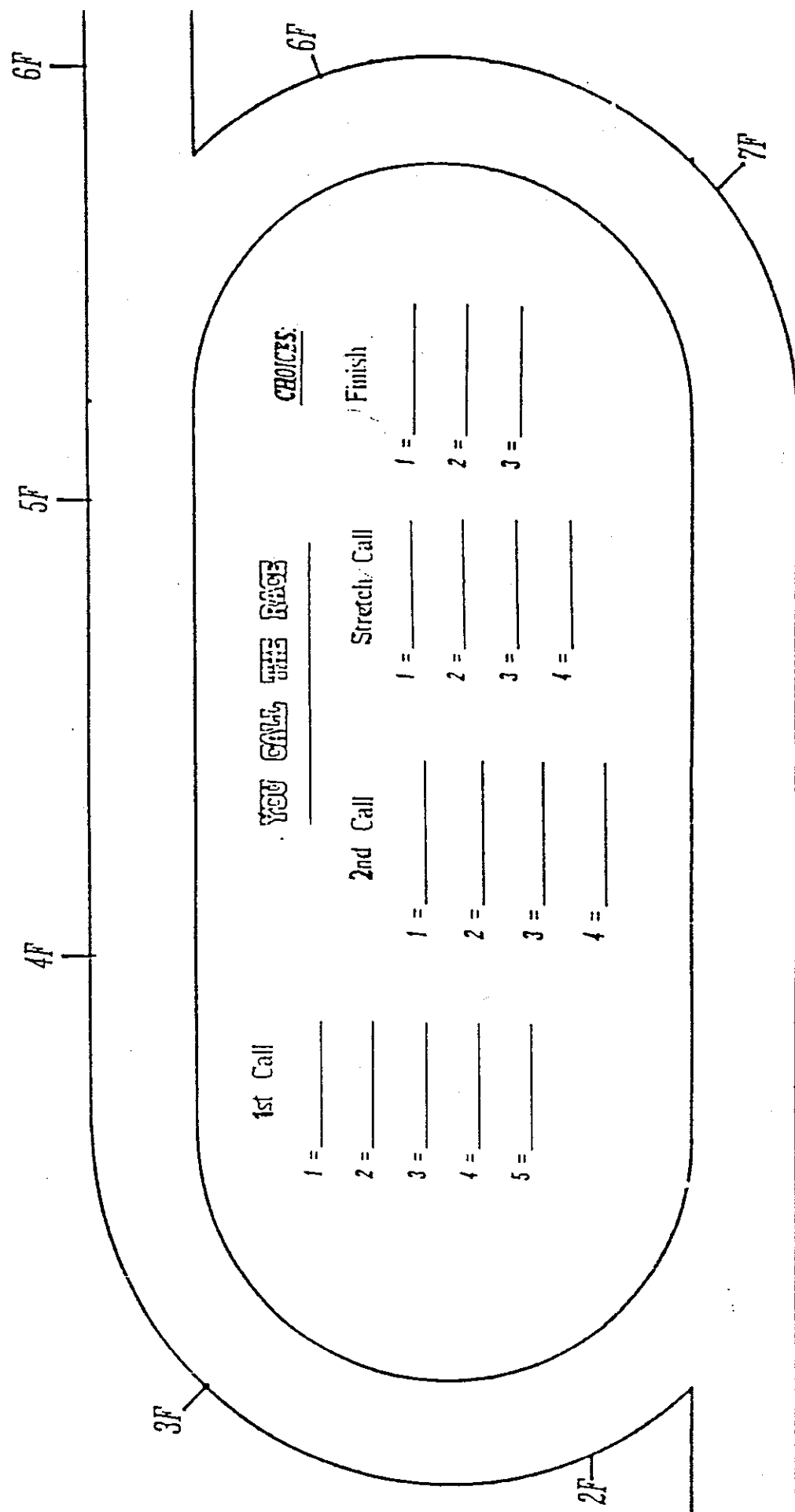
Unlike handicapping itself, this exercise is performed under precise rules. Five minutes is allowed for the subjects to peruse the past performance charts, making necessary notes. Next they are asked to begin calling the race to themselves, writing down their observations by race calls. I tell them to imagine that they are the track announcer calling the race.

"So and so take the lead, followed by \_\_\_\_\_ and \_\_\_\_\_ with \_\_\_\_\_ moving up into contention. Into the turn, it's \_\_\_\_\_ taking command, with \_\_\_\_\_ just behind, followed by \_\_\_\_\_. Into the stretch it's \_\_\_\_\_ moving to the lead, with \_\_\_\_\_ making a bid, followed by \_\_\_\_\_, and \_\_\_\_\_. At the wire it's \_\_\_\_\_.

Here they must visualize the three in-the-money finishers. By this time most have reduced the race to only three, at the most four, contenders.

From my original group Sam was a master of this art. One day at Del Mar, I watched him put it into practice while standing in the midst of a crowd of railbirds. In his hand was a clip-board with a tablet on which he had written his "You Call The Race" analysis. The race began and, without ever looking at the track itself Sam began announcing aloud, oblivious of

TRACK: \_\_\_\_\_ DATE: \_\_\_\_\_ DIST. & CLASS: \_\_\_\_\_



the curious crowd around him. I cannot at this late date, recall the names of the actual contenders, but on that day Sam loudly filled in the blanks. At the finish, Sam had accurately pre-called the race win, place, show, followed by the track announcer's confirmation.

One of the railbirds witnessing all this stared suspiciously at Sam, for a long moment. His expression was incredulous. He turned his head, raised eyes to the track announcer's booth and then glared back again at Sam. Shrugging his shoulders and looking resigned, he turned to the person next to him, and said: "See what I mean. I told you the races were fixed!"

Why then the paradox of so many of you being able duplicate Sam's ability to successfully perform this exercise under clinical supervision while failing so dismally when under fire at trackside? The reasons are purely psychological. When queried, those who fail will reply,

"I just went completely to pieces inside. I was like jelly. My eyes blurred. I just couldn't see things the way I could in your office."

While paradoxical, this is highly predictable. When we are confronted with uncertainty, we reach back to our earliest, primal conditioning for assurance and support. Coping mechanisms are founded in our childhood adaptations to insecurity. All ventures involving risk create fear. All fear is symbolic of man's basic and ultimate fear: fear of death. Whether that fear is centered on loss of life or just losing the fifth race, is immaterial. The same unconscious, inner forces are at work. Insecurity evolves from inadequate nurturing during the formative stages development. Rare is the individual who does not, in some manner, experience this. Successful people most often overcome it through a process called over compensation. Normal people compensate normally. Inordinate persons, history's great achievers, were all over-compensators.

Not winning at the races is completely normal. It is common to ninety-five percent of those trying. Thus, the successful handicapper is, by statistical definition, a great achiever. Being able to nominally win races on paper, in the security of the home, or in the therapeutic setting of a clinical office or classroom, is commonplace. Since no risk is involved, individuals will function from adult, logical reasoning with logical result. The ambiance of a racetrack or off-track betting site, instills instant anxiety.

Many people refuse to accept this conclusion. They claim that they feel just as at home at the track as in their living rooms. Supported by the extra adrenalin flow caused by crowds and anticipation, fear denial is natural, especially in males. Most do not consciously experience actual anxiety response until after a few losses or when the racing day ends. Even then, bolstered by fellow losers and maybe a few beers, reaction may be further delayed until the loser is in bed lying in darkness. Sleep won't come and a mental motion picture film begins to roll, re-enacting the day. The anxiety now becomes real; no longer deniable.

For many, this is a time of remorse.

Whether immediate or delayed, anxiety response causes more race bettors to lose than lack of information or a valid handicapping method.



Without the element of fear, the majority of my clients are able to achieve an adequate win proficiency through the you call the race visualization exercise, also known as "Eyeball Scan." This requires no more information than that contained in the past performance charts of the *Racing Form*. To eliminate this debilitating undercurrent of anxiety, some drastic personal re-conditioning is in order.

Losing is a conditioned response. A habit. So is winning. But the losing habit is predominant because it is easier to acquire and more people are doing it. Mom, dad, aunt Martha and society have all contributed. "You can beat a race but you can't beat the races," is a myth made popular by the late Damon Runyon. Just the opposite is true. You can never be sure of winning any single race. Too many unpredictable things can happen. Handicapping success comes through the consistent application of a valid, flexible procedure. Success is based on volume, not isolated races. "All horseplayers die broke" is another socially supported myth and is often recited by fundamentalist preachers. This becomes a self-fulfilling prophecy only to those who subconsciously acknowledge it.

The theme "in the long run, all gamblers lose" recurs throughout recorded history itself. Variations of it appear in the written and spoken lore of virtually every culture. With so much documented support, it would be folly to deny its essential truth, except by those with exceptional talent. The real question becomes:

Does the art and science of profitably predicting the outcome of a series of thoroughbred races constitute gambling?

A wealth of evidence, both statistical and empirical says no! It is not gambling, except as life itself is a gamble. However, if in your heart, you believe it is gambling you will surely fulfill the prophecy that "all gamblers lose."

The only winning "horseplayer" I know who steadfastly refers to himself as a gambler, is Andy Beyer. In light of his success, this stance may well be just a pose to support his flamboyant public image. In his own mind, I feel sure, he has reconciled the odds against him to a known and manageable number. Hence, his proclamations to the contrary, he is not gambling, per se.

It is incumbent upon all handicappers to similarly know the odds and to reconcile themselves to overcoming them. Surveying the general public, this is being done, by only five percent of those attempting it; consistently by a mere two per cent. We know that almost eighty percent of our clients are winning by the selection process. Unfortunately only thirty-five percent of them are succeeding consistently at the moment of truth. Profiting optimally from their winning picks. Joining this elite group requires a drastic change in habit patterns. The habit of losing must be transposed into the habit of winning! Since losing and winning are two sides of the same coin, the transformation is less difficult than most imagine.

Consider this scenario: the average losing "horseplayer," though overtly denying it, goes to the track fully expecting to lose, or at best, break even for the day. Optimists might even perceive the possibility of a

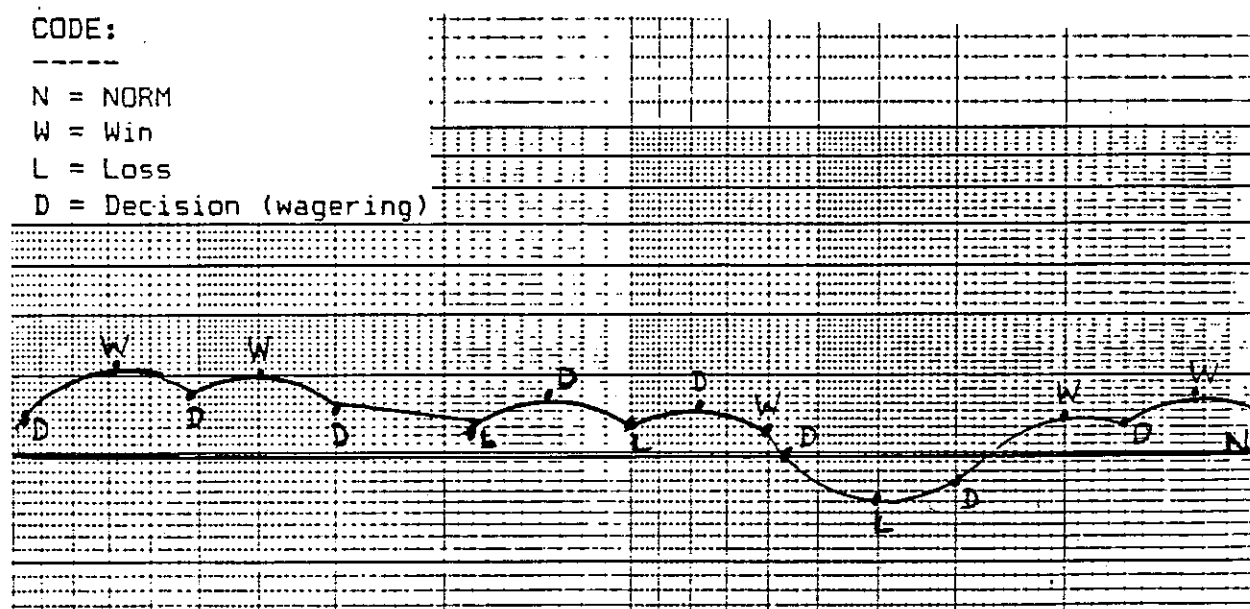


The electrical impulses registered on the graphs are identical equal-opposites: win, lose. The originals of these graphs and the one in fig. 10, were made by portable biofeedback unit with printer attached to a client's person for two consecutive racing days. The extreme emotional swings indicate the kind of instability that characterizes the non-winning 'horseplayer.' They create dissociation, ephemeral perception, blurred vision and the kind of altered cognizance so often reported by losers. Consistent, profitable handicapping can be achieved only through control over such instability. The mind must be sharp enough to concentrate on matters requiring clear and immediate decisions.

Many of you may be saying to yourself that you do not experience any of these symptoms because you only bet small amounts. That your financial risk is minimal. In your mind, as in the minds of others with similar beliefs, this protection device leaves you immune from the consequences I've been describing. True, so-called recreational handicappers, who risk only two dollar bets, suffer from less overt emotional debilitation. They cannot make any profit, either. If profit is their goal, this creates frustration, which is also emotionally damaging.

Ironically, biofeedback registrations taken from large and small bettors are virtually the same when recording wins and losses. While financial considerations differ, the ego investment made by each is identical. Financial loss is relative. The harm resulting from ego loss is measured by individual differences in self-esteem. Therefore it is quite dangerous and destructive to rationalize that because you may bet small you are free from negative consequences.

After biofeedback training and visualization therapy, the same client, under identical race track conditions, produced this graph:



Visualization therapy and biofeedback training, along with win therapy, under personal supervision, have been instrumental in turning many non-winners into consistent winners. Ironically, their pre-race prediction abilities were not substantially altered. Like most using a viable prediction method, they could pick winners. The problem lay in their decision process; in crystallizing their final choices and wagering on them properly.

Benefits from visualization therapy can be realized without clinical supervision if an individual is willing to follow a prescription. First, and most important, a need for change must be recognized. Most 'horseplayers,' and sadly, some clients, will stop abruptly right here. They refuse to accept the fact that the psychological implications discussed here apply to them. They cling to the false notion that "just a little more information" will solve their problems. They will buy "how to" books, systems, audio-video instruction and go to breakfasts held by trackside touts giving three selections and no sound analysis (as in the excellent Brohamer-Quinn sessions), rather than admit to themselves that they lack not information but inspiration.

Attitude, mind-set, psychological protocol, call it what you will, these are the ingredients comprising at least seventy-five percent of non-winner's problems. I expect most 'horseplayers' to disagree with my contentions. I do not disdain this attitude. Losers put the money through the mutuels that provide Winners with their profits. Losers, lots of them, are essential to the few who win. Here's to the losers, bless 'em all.

The first step in visualization therapy is doing the you call the race exercise for every race you handicap. Do it until it becomes as natural to you as opening up the *Racing Form*. Make it a habit. When actual finishes start concurring with your calls, it will be a winning habit. Each winning habit you adopt will serve to over-ride a Losing Habit. At some point you will have obliterated all of your losing habits, substituting winning habits. Winning and Losing are not cosmic entities, They result directly from conditioning. Habits are ingrained through repetition.

The second aspect of visualization therapy is best achieved in a meditative state. Last Issue I erroneously referred to this as "transcendental." True Transcendental Meditation requires special training. In such a state visualization is impossible because the subject transcends cognizant thought processes. This is the kind of meditation practiced by Michael Pizzolla.

The kind of meditation I practice and prescribe for you involves a hypnogogic state, the one experienced between sleep and waking, in which self-hypnosis can be performed. Many books are available on the subject. Commercially produced audio tapes for use with stereo earphones, provide both instruction and appropriate background sound. Such sounds should not be soft, evenly-metered conventional music associated with relaxation. While Western doctors have prescribed meditation for relaxation and sleep, this is not its true purpose.

Eastern practitioners, the originators, say that Meditation is not for inducing sleep, but rather, heightened awareness. Not the kind of

Beta Wave awareness we experience when driving crowded highways or faced with emergency. But awareness associated with creation, discovery and bliss. Meditation activates Alpha and Theta brain waves, enhancing your right brain activity; promoting your intuitive cognizance. Achieving this state usually comes from lying prone on your back, arms at side, palms open, feet slightly apart. Inhale deeply through the nose, exhale. Breathe in, breathe out, rhythmically. Let your mind experience your body, sensing each individual part, from toes to top of the head, and back again. Now, breath in through the right nostril, then breath out through the left. When you actually feel the slight sting from the designated input-output of breath, you will know that you have gained a measure of control over body autonomy. You will have broken your first habit.

In this hypnogogic state, you will start to visualize the new you starring in a mental movie which you will also direct. The scenario begins as you arrive at the track, or off-site betting establishment. You are fully composed and unhurried and remain so throughout the day. Now focus your camera on yourself as you peruse the form, choosing predictive running lines, isolating the true contenders. Making appropriate notes, calculating your figures. Now move your camera in for a tight shot of the past Racing Form Past Performances. See the match-up of the race. Pull the camera back. Show yourself making clear decisions, delineating your selections with calm logic.

Now you're going to the betting window, decisively ordering tickets on your logical choices. Walking away from the window, supremely confident. Direct your mental camera to a panorama shot of the race track. The horses in the gate, the flag is up. They're off. Zoom in for a medium shot of the horses you bet on. Watch the race unfold to the turn. Round the turn, into the stretch and to the wire. You Win. Now your camera view tightens to a shot of you, the star, strolling relaxed, but with head high, to the paying teller. Collect your money. See it. Feel it, bulky and green. After viewing your movie a few times write a note to yourself detailing all of your present foibles. Then include scenes in your movie where you overcome them. As any problems are encountered, add scenes of you solving them. You will not consciously deal with the problem while in a meditative state. Your screenplay will provide answers. Play the movie over and over again until it becomes, in daily life, your personal reality.

Doing this will not be a fantasy or a day dream if you have first learned the concepts of your viable, objective and flexible handicapping methodology. Not that I stress concepts over mechanical procedure. My colleague, Dr. Robert Anthony, best selling author of many success therapy books, recommends that you also post written messages of positive re-enforcement around your house where you'll constantly see them. Charles Atlas made a fortune selling photographic blow-ups of the muscles his customers most wanted to develop. Lock yourself for several hours a day in a room full of pictures of bulging biceps and, research shows, you'll end up with bigger biceps yourself.

In the early stages of visualization therapy, you can expect to experience times at the track or off-track wagering center, when your equanimity and composure once again begin to desert you. The old anxieties and confusions return to haunt you. When this occurs it is because a new habit pattern has not fully superseded the old. If it happens to you,

don't panic and begin to think that you're incurable. Find yourself a place away from the crowd, by a post, a wall or in a rest room stall. Relax, close your eyes and turn on your internal motion picture projector. Re-run your personal movie.

To be effective, these visualization technique should be practiced regularly. I still run my own winning film almost nightly after sixteen years. They must also be taken seriously. Half-hearted, short-lived attempts will not be rewarded. Nor will skepticism. Those who do not believe in themselves may find it difficult to trust in a Photoplay of their own creation. In the initial stages, a good measure of faith is required.

At this moment I can visualize some character out of Damon Runyon or William Murray reading this. I see him eying me with amusement and suspicion, mixed with the fear that at any moment I will turn violent and begin frothing at the mouth. He will surely flee in panic if I should recite to him from Shakespeare. "There are things in Heaven and Earth, Horatio, that aren't even dreamt of in your philosophy."

Alas, there are such things. Visualization therapy is one of them. I was once a loser, too. I wagered defensively. Restrained by anxiety from making wagers of sufficient size to make me any real money. I was more concerned with not losing than gaining a substantial profit. Then I began to seriously practice meditative visualization. It worked for me. It has worked for innumerable others.

Beyond handicapping, such techniques are used by aurvedic mind-body healers and even by some western medical doctors. Documented cure of inoperable cancers and other organic disorders would suggest that our Runyon-Murray race track character should not have run away. Had he stayed he might even, some day soon, be equipped to provide an accurate answer to the eternal question . . .

"Whodaya Like?"



# PSYCHOLOGY OF WINNING

by Howard G. Sartin, Ph.D.

As you may have gathered from reading the last *Follow Up*, writing this column can strike sparks!

As fortune would have it, my colleague, Dr. Robert Anthony, handicapper, psychologist and author of multi-million copy best-sellers in the self-help, motivation field, sent me an audio tape of his recent book *Doing What You Love, Loving What You Do*. A review and some salient references to content will be our Psychology of Winning for this installment.

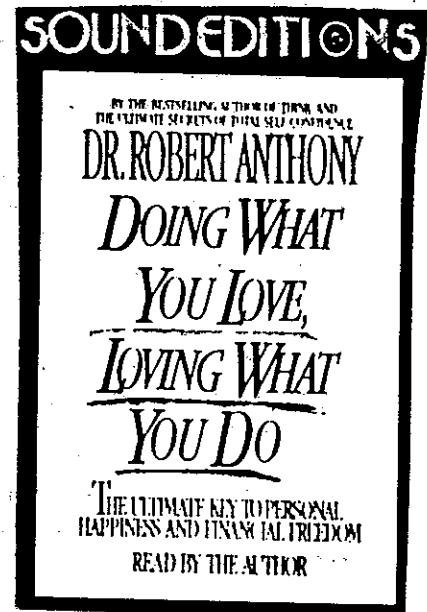
For openers, Anthony tells of a time in the not too distant past when he felt himself in a rut. Complacent, placidly satisfied with his role as a best-selling author and a public speaker drawing hundreds of patrons to each of his lectures. He needed a stimulus. A new challenge. He felt like Alexander the great with no more worlds left to conquer.

Then he received a letter from a man who was an avid follower and believer in Anthony's philosophy. He wanted to offer Anthony a business proposition. Eventually they met. The man lived in a luxurious home and was of obvious means. It turned out that this man was a professional handicapper making over \$85,000 annually for a number of years. Now he was getting on in years and not in the best of health. He wanted to teach Anthony his method with the proviso that the Doctor not reveal it during the man's lifetime.

Anthony protested that he had never been to the races and had no idea how to read a *Racing Form*. The man told him none of that was important. That winning was more a matter of attitude than knowledge. Winning was primarily psychological, he emphasized. Anthony, in his books and lectures, had demonstrated that he knew the power of attitude and psychological protocol.

So, for a year, Dr. Anthony dedicated himself to learning how to become a winning handicapper. Gone was the malaise, the smug self-satisfaction, the lack of new worlds to conquer; replaced a new and never ending challenge. He began to see handicapping as a microcosm of life itself; enriching in itself. Enriching life in general.

As a result of the experience Dr. Anthony has become the second clinical psychologist to live and practice Win Therapy via horse racing.



So this is a book and audio version read by the author, about becoming a successful handicapper.

I won't give away very much of it because its entire content is so easily and inexpensively available to you. I'll briefly explore only two aspects of the work. First, the clinical contract. As you know I have asked all of you to enter into a clinical contract with me to follow certain procedures, handicapping and psychological, until you gain mastery of your chosen avocation. Some have kept that contract and are doing well. Others have avoided it and still flounder.

Anthony takes it one step further and asks that you make a contract with yourself to become a winner. Make a promise of success to yourself and keep it. Do you complain about others letting you down in life? How about you? Do you let yourself down by failing to live up to your promises to yourself? If you do, that's why you're not reaching your goal.

Don't reach for it all at one time, Anthony says. Make a step-by-step plan for yourself. Just one more winner per 20 races, for instance. One less winner left out of the computer every 20 races is a good start.

Anthony also has a way of turning trite phrases into meaningful axioms. "Seeing is believing." There's one. How about changing that around, he says, "Believing is seeing!"

He goes into visualization, the subject matter of my last two *Follow Up* articles, and offers some sound visualization techniques and exercises that expand on those offered in this space.

Although I've been spouting this stuff for years EVEN I was inspired and motivated by Anthony's presentation.

Is Anthony a winning handicapper? Here's his report about himself and Tom (his partner.)

We are doing incredibly well with ENERGY. It took a lot of work but it's worth it. In the last 10 days of Turf Paradise our win percentage was 84% (normally 74%) at an average mutual of \$9.40. In addition, we hit the Daily Double EVERY DAY! Enclosed is one race where the mutual was \$84.00 and the Exacta \$368.00. Made big \$\$\$\$ on this. We are going to Vegas to work 4 days a week twice a month starting in June.

You don't even have to buy the whole book. It's on audio tape condensed and read by the author himself. I recommend it highly! About time you heard this stuff from a highly recognized authority.

It costs a mere eleven dollars total. Here's how to get it: send check, money order or use your credit card. Random House Audio, P.O. Box 8001 Hilliard, Ohio, 43026-8001. Or call toll free as follow