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Frankie “The Fixer” Malone - Midweek Fix



People always ask me the same thing.

“Frankie, how do they always seem to get it right?”

They say it about trainers.

They say it about bookies.

They say it about those quiet punters who never shout but always seem to be standing there when the money’s being paid out.

The answer is boring - which is why most people miss it.

They don’t get it right.

They just get there **earlier**.

Take horse racing.

Every Saturday the public piles into the same four or five stables, the same fashionable jockeys, the same horses with shiny form lines. It feels logical. It feels safe.

It’s also exactly where the worst prices live.

Because by the time a horse becomes obvious, the market has already done its job. The value is gone. You’re buying a loaf of bread after everyone else has already grabbed the fresh ones.

Meanwhile, quietly, on a damp Tuesday at a track nobody on television mentions, a good jockey is turning up for a ride that makes no sense on paper. The horse runs fifth. No fuss. No headlines.

But a trainer just learned something.

A jockey just learned something.

And three weeks later, when that same horse appears again in a more suitable race, the public still hasn’t joined the dots.

That’s where money comes from.

You see the same thing in football.

Fans watch goals.

Professionals watch **movement**.

A club can lose three matches in a row and still be doing everything right behind the scenes - new fitness staff, different training patterns, tactical tweaks that don’t show up in a result yet. By the time the wins arrive, the smart money is already sitting comfortably.

Golf's no different.

Everyone looks at who lifted the trophy.

Few people notice who quietly started hitting fairways again after six months in the wilderness. The comeback always starts before the leaderboard notices.

And the bookies?

They're not villains. They're shopkeepers.

They price what people bet on.

Not what's about to happen.

That's why your edge - in any sport - never lives in the outcome. It lives in the **transition**.

The phase where things are changing, but the crowd is still staring at the past.

Most punters wait for proof.

Professionals wait for **signals**.

And the signals are always subtle:

- a different jockey
- a quieter ride
- a shift in who's being trusted
- a pattern that doesn't fit last week's story

Those aren't accidents. They're the early ripples before the wave.

If you ever wonder why some people seem to win without shouting about it, that's why.

They're not braver.

They're just earlier.

And in betting - as in life - being early beats being loud every single time.

