

Discover this season's 16/1 Premier League Top Scorer value...



## Top Scorers Guide

11 ways to cash-in on the Premier League this season!

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Inside this special report from Matt Nesbitt at Football Betting Data:

A unique guide to the bookies' 2010/11 Premier League Top Scorers markets - and the players to follow this season...

Discover:

- Last season's hotshots – and their chances this time around
- Favourites to follow... and the ones to avoid
- Top Scorer 'Handicaps' - back last season's winner at 16/1!
- And back the Premier League's top scoring midfielder at 16/1...
- Cash-in with a 5/1 Treble on Drogba, Rooney and Torres...
- 11 ways to cash-in on the Top Scorers markets...

Cash-in on the Premier League Top Scorers markets – AND find out how to win big every week of the season...

> >>> >>>

Welcome to Football Betting Data's 2010/11 Top Scorers Guide!

In your exclusive Top Scorers Guide - get the lowdown on the favourites for the Premier League Top Scorer award this season, discover the 16/1-shots the bookies look to have under-rated, the top 'Team' scorers to follow and the players to lookout for in the little-known 'Handicap' and 'Specials' markets on offer...

## TOP GOALSCORER

'Top Goalscorer' betting explained:

- Betting on which player will score the most goals in the 2010/11 Premier League season
- Only goals scored in Premier League games count
- Bookies will accept Each Way bets that pay out at a quarter of the odds for a player to finish in the top 4 scorers. For example, Darren Bent is 20/1 to be Top Goalscorer – so the Each Way payout on him if he finished in the top 4 places would be 5/1 (a quarter the odds of 20/1 is 5/1).

Let's start with a look at the Top Scorers from last season – and their odds for the new 2010/11 campaign...

### Premier League 2009/10 - Last season's Top Scorers

Player	Club	Games	Goals	2010/11 odds
D.Drogba	Chelsea	32	29	11/2
W.Rooney	Man Utd	32	26	11/2
D.Bent	Sunderland	38	24	20/1
C.Tevez	Man City	35	23	14/1
F.Lampard	Chelsea	36	22	33/1
J.Defoe	Tottenham	34	18	20/1
F.Torres	Liverpool	22	18	8/1
C.Fabregas	Arsenal	27	15	50/1
E.Adebayor	Man City	26	14	33/1
G.Agbonlahor	Aston Villa	36	13	66/1
L.Saha	Everton	33	13	50/1
F.Malouda	Chelsea	33	12	150/1
N.Anelka	Chelsea	33	11	25/1

- There were 6 players on 10 goals

Each Way terms: ¼ odds for 1,2,3,4 places.

Other selected odds:

R.van Persie	Arsenal	12/1
M.Chamakh	Arsenal	33/1
J.Hernandez	Man Utd	50/1
D.Berbatov	Man Utd	50/1

N.Bendtner	Arsenal	50/1
P.Crouch	Tottenham	66/1
J.Beckford	Everton	100/1
R.Keane	Tottenham	100/1
M.Owen	Man Utd	100/1
C.Bellamy	Man City	100/1

- 'Best odds' correct as of August 2010

Find the latest odds here:

<http://odds.sportsbettingxtra.co.uk/football/england/premier-league/top-goalscorer/>

### Last season's hotshots...

#### Didier Drogba (11/2)

Drogba was the Premier League's Top Scorer in 2009/10 with an impressive 29 goals from 32 games, an average of 0.91 goals per game. He has been a prolific scorer throughout his Premier League career, with 84 goals in 166 appearances making him a genuine '1-in-2' man.

Also on Drogba's side, the fact he plays for reigning Premier League champions Chelsea, who were the top scorers in the division last season with a whopping 103 goals scored. No surprise then that Chelsea had 4 players in the top 13 of last season's Premier League Top Scorer table (see above). The bookies make Drogba the 11/2 joint-favourite to be Top Scorer again this season.

#### Wayne Rooney (11/2)

Rooney had his best season yet in front of goal, with 33 goals in 42 games in all competitions for Man Utd. He got 26 goals in the Premier League, and was on course to pip Drogba to the 'Golden Boot' award until he got injured a few weeks before the end of the season.

Last season Rooney stepped up and took over goal-scoring duties for Man Utd after Cristiano Ronaldo left. And this season it looks like it will be up to Rooney again to lead the attack at Old Trafford. The bookies make Wayne 11/2 to be Premier League Top Scorer, while strike partner Dimitar Berbatov is a 50/1-shot (he scored 12 goals in 33 games last season). New signing Javier Hernandez – who shone at the World Cup but is unproven in the Premier league - is also 50/1.

#### Darren Bent (20/1)

Bent was a revelation in his first season at Sunderland, scoring 24 goals to finish 3<sup>rd</sup> in the Top Scorer chart. A great achievement considering Sunderland finished 13<sup>th</sup> in the league. Every other player on the Top Scorer list above plays for a 'Top 8' team. In fact, Bent scored half of all Sunderland's league goals in 2009/10! He was the First Goalscorer in 14 games last season – landing that bet more times than any other Premier League player.

### The other big-name contenders...

Drogba, Rooney and Bent are the bookies' favourites to be Top Scorer in 2010/11 – followed by this handful of players...

Fernando Torres (8/1)

Torres has struggled with injuries in the last two seasons – but when he has played, he's maintained an exceptional strike rate. Last season he scored 18 goals in 22 games, and over the last 3 seasons his record is 56 goals from 79 Premier League games – averaging 0.71 goals per game.

After much transfer speculation over the summer, it looks like Torres is staying at Liverpool for the time being – and the bookies are taking no chances, making him the 3<sup>rd</sup> favourite in the Top Scorer betting at a best price 8/1.

Robin van Persie (12/1)

Van Persie is another top class striker that has struggled with injuries in recent seasons. Last season he got 9 goals from 16 Premier League appearances, and the season before that, 11 goals from 28 games. The bookies reckon van Persie is Arsenal's main danger-man – and he's 12/1 to land the Golden Boot.

Carlos Tevez (14/1)

Tevez hit 23 goals last season, finishing 4<sup>th</sup> in the Top Scorer chart. However the 'problem' here is the team he plays for...

Tevez is just one of a number of big name strikers on the books at super-rich Manchester City – and almost every week there is transfer news regarding players coming and going.

Will Tevez stay at the club all season... will he play enough games to get around the 20-goal mark again... will the likes of Adebayor, Santa Cruz, Silva and Bellamy get the nod ahead of him... will Mario Balotelli join from Inter Milan (along with any number of other big names linked with a move to City)... will Robinho return to Manchester from his loan spell in Brazil?

In short, betting before the start of the season, 14/1 for Tevez doesn't look great value for the Top Scorer award.

Jermain Defoe (20/1)

Defoe has been a regular Premier League scorer throughout his career (97 goals in 281 appearances for West Ham, Portsmouth and Tottenham to date). Last season he had an excellent '1-in-2' record, scoring 18 times in 34 Premier League games and 24 goals in 43 games overall – a strike rate of 0.55 goals per game.

Defoe should get plenty more opportunities this season, too. His Spurs strike partner Peter Crouch managed just 8 goals in 38 appearances last season and there are doubts over the future at the club of both Robbie Keane and Roman Pavlyuchenko.

The stats suggest Defoe will give you a good run for your money at 20/1 each way.

## Nicolas Anelka (25/1)

Anelka has got in to double figures in both his seasons with Chelsea so far. He scored 11 goals last season, and was the Premier League's Top Scorer in 2008/9 with 19 goals.

Playing for the league champs and 2009/10 Premier League's highest scoring team Chelsea, Anelka looks one to watch again this season for Anytime Scorer bets. But whether or not he can find the net enough times to challenge for the Top Scorer award again is a different matter – his strike partner and last season's Top Scorer Didier Drogba is the bookies' overall favourite at 11/2. Anelka is 25/1.

## VERDICT:

Drogba, Rooney and Torres are the big guns – but they are each as short as 5/1 with some bookies, while every other player in the Premier League is available at double figure odds or bigger.

At the short odds on offer, it's hard to pick any one of these 3 players above each other – and there is little value to be had.

- >>> See the Top Team Goalscorers section below for other ways you can cash-in on Drogba, Rooney and Torres this season

At bigger odds of 20/1 each way, Darren Bent and Jermain Defoe make some appeal. Both players have proven scoring records in the Premier League and both had very good seasons last time out. Backing them each way would give you a 5/1 payout for a finish in the top 4 places – and a huge payout if one of them was to win the Golden Boot outright.

However there looks to be even better value on offer for Bent and Defoe in a different Top Scorer market...

- >>> See the Top Goalscorer Handicaps section below to find out how to back both Bent and Defoe at 16/1 – with a 'plus' goals head start!

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## TOP TEAM GOALSCORERS

Each of the Premier League's 20 teams has their 'star' players and top strikers – and you can cash-in on the pick of these thanks to the bookies' Top Team Goalscorer markets...

- This market lets you be bet on which player will score the most goals for his team. Unlike the overall Top Goalscorer market, a player doesn't necessarily need to score a hatful of goals to be in with a shout – he just needs to score more goals than his team-mates.

- For example, last season Matthew Etherington was Stoke City's top Premier League scorer with 5 goals. With a tally like that he's not going to compete for the overall Top Scorer award, but he can be backed at 12/1 to be Stoke's Top Scorer again this season.

Let's take a look at every Premier League team, their top scorers from last season – and those players' chances of being top scorer again in 2010/11...

#### Premier League 2009/10 – Top Team Goalscorers

Team	2009/10 Top Scorer	Goals	2010/11 best odds
Arsenal	Cesc Fabregas	15	14/1 Stan James
A.Villa	Gabriel Agbonlahor	13	6/4 Blue Square
Birmingham	Cameron Jerome	10	7/2 Bet365
Blackburn	David Dunn	9	11/4 Coral
Bolton	Matt Taylor	8	4/1 Coral
Chelsea	Didier Drogba	29	11/8 William Hill
Everton	Louis Saha	13	11/4 Skybet
Fulham	Bobby Zamora	8	7/4 Ladbrokes
Liverpool	Fernando Torres	18	8/11 Coral
Man City	Emmanuel Adebayor	14	15/8 Ladbrokes
Man Utd	Wayne Rooney	26	4/6 William Hill
Stoke	Matthew Etherington	5	12/1 Coral
Sunderland	Darren Bent	24	4/6 Skybet
Spurs	Jermaine Defoe	18	5/4 Stan James
West Ham	Carlton Cole	10	6/4 Skybet
Wigan	Hugo Rodallega	10	13/8 Coral
Wolves	Kevin Doyle	9	7/4 Skybet

Promoted teams – goals scored in Championship last season:

Newcastle	Kevin Nolan	17	6/1 Ladbrokes
Newcastle	Andy Carroll	17	9/4 Coral
WBA	Chris Brunt	13	8/1 Bet365
WBA	Graham Dorrans	13	9/2 Coral
Blackpool	Charlie Adam	18	5/2 Bet365

- 'Best odds' correct as of August 2010

#### Watch out for these banana skins...

Some of those odds look tempting – but remember, there's a squad of 20-odd players at every club that could scupper those bets...

Take Arsenal for example. Cesc Fabregas netted an impressive 15 league goals last season – yet he's available at a big-looking 14/1 to be his club's top scorer again in 2010/11. However, if the rumours are true, Fabregas could be on his way to Barcelona at some point this season... and also on the books at Arsenal we have goal-threats including van Persie, Arshavin, Bendtner and new signing Chamakh to consider.

Or what about Manchester City... as I mentioned above when looking at Carlos Tevez's chances of being Premier League Top Scorer this season, it's difficult to know who will be at the City of Manchester Stadium this season - and who will play. Adebayor is 15/8 to be Man City Top Scorer again in 2009/10, but Tevez is the 6/4 favourite.

### Beware the newcomers!

It's not just moneybags Man City – new players arrived at almost every club over the summer, some of them unknown quantities in the Premier League...

For example, Jermaine Beckford has joined Everton after a prolific few seasons in the lower leagues (71 goals in 121 games for Leeds in League One over the last 3 seasons – a '1-in-2' strike rate).

Beckford is a 100/1 outsider to be Premier League Top Scorer, but as short as 4/1 to be top scorer for Everton (best price 7/1 Coral). Last season's top Everton scorer Louis Saha is 11/4 favourite, but he'll also have competition from Yakubu (4/1), Tim Cahill (6/1) and Mikel Arteta (16/1) to name just three.

Elsewhere we need to lookout for 'rookie' seasons in the Premier League for Marouane Chamakh (7/2 with Paddy Power to be Top Arsenal Scorer), Milan Jovanovic at Liverpool (12/1) and Javier Hernandez at Manchester United (8/1).

### Narrow down the field – and back these 'star strikers'

The key to picking Top Team Goalscorer bets is to avoid the clubs where there are several players in the running, and focus on the teams that have a genuine 'star striker' in their ranks...

I've already mentioned the bookies' 3 favourites to be Premier League Top Scorer – and these all look like solid bets to bag the most goals at their clubs this season:

- Didier Drogba - is a best price 11/8 with William Hill to be Chelsea's Top Scorer
- Wayne Rooney - is a best price 4/6 William Hill, Blue Square and 888 Sport to be Man Utd's Top Scorer
- Fernando Torres - is a best price 8/11 with Coral to be Liverpool's Top Scorer

### Cash-in on the big boys at 5/1...

Drogba, Rooney and Torres are all good bets in their own right. And to boost your odds, you can combine them in a Treble with some bookies (namely Blue Square, 888 Sport, Bet365 and Skybet)...

If all 3 finish as their club's top scorer, you'll land a tasty payout at around 5/1.

- A Treble on Drogba, Rooney and Torres to each be Top Scorer for their clubs pays out at just over 5/1 with Blue Square and 888 Sport

## Six more Top Team Scorers to follow...

The 6 players below were all their club's top scorers in the Premier League last season – and all look set to be their club's main goal threat again in 2010/11...

- Darren Bent is a best price 4/6 with Skybet to be Sunderland's Top Scorer
- Jermain Defoe is a best price 5/4 with Stan James to be Tottenham Hotspur's Top Scorer
- Bobby Zamora is a best price 7/4 with Ladbrokes to be Fulham's Top Scorer
- Kevin Doyle is a best price 7/4 with Skybet to be Wolves' Top Scorer
- Hugo Rodallega is a best price 13/8 with Coral to be Wigan's Top Scorer
- Carlton Cole is a best price 6/4 with Skybet to be West Ham's Top Scorer

## Mix and match to boost your odds

Combining several of those players in Doubles, Trebles or Accumulators gives the potential for some big payouts from small stakes.

For example, at Skybet – a Double on Darren Bent and Jermain Defoe pays out at just over 2/1...

An accumulator on Bent, Defoe, Drogba, Rooney and Torres pays 14/1 with Skybet and Bet365...

And a bet on the 6 players above along with Drogba, Rooney and Torres would pay a bank-busting 500/1.

- Note: matching up any combination of bets in 'multiple' bets like these is a good way to boost your odds – but remember the risk is greater too, so keep stakes low

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## TOP GOALSCORER HANDICAPS

This season Stan James are offering a Premier League Top Goalscorer 'Handicap' market. This gives a group of strikers a 'plus' goals handicap for the season – and the winner is the player top of the tree at the end of the season after all the handicaps have been applied.

Stan James have Chelsea striker and last season's outright Premier League Top Scorer Didier Drogba as the favourite. He gets no head start – this is called a 'zero' or 'scratch' handicap. Bets on Drogba win if he is the Top Scorer after all the 'plus' handicaps have been applied to the other players.

## Land a 16/1 Handicap winner this season...

You get odds of 16/1 for any player in this market – and you can bet each way, too, for the top 3 places at a quarter of the odds.

With terms like that, the Handicap market offers the chance to land big odds by backing a favourite to do particularly well and outscore all his rivals by a margin – or by backing an 'underdog' with a big 'plus' handicap to rack up a decent double-figure tally.

- Last season Paddy Power's Handicap market gave us a massive 22/1 winner! Darren Bent was on offer with a +11 goals handicap. After adding that to the 24 goals Bent scored, his total came out at 35 – ahead of any other player on the Handicap list.

Here's how the top of last season's top scorers chart would look with this season's handicaps applied (only including strikers listed in Stan James' Handicap market).

Player	2009/10 Goals	2010/11 Handicap	'Total'
D.Drogba	29	0 ('Scratch')	29
W.Rooney	26	+3 goals	29
D.Bent	24	+8	32
C.Tevez	23	+7	30
J.Defoe	18	+7	25
F.Torres	18	+4	22
G.Agbonlahor	13	+11	24
L.Saha	13	+9	22

That table shows how a player with a 'big' handicap – like Darren Bent again, this season +8 goals – can finish high up the table once the handicaps have been taken into account. If Bent was to score 24 goals again this season his handicap score would be 32 (24 + 8 goals handicap = 32). That would put him ahead of big names like Drogba and Rooney (taking their goal tallies from last season as a guide).

If Fernando Torres was to play a full season this time around and continued to hit the back of the net at the rate he has done for the past 3 seasons (0.71 goals per game) he'd be looking at a 26-goal total, which would give him a total of 30 after adding on the +4 goals handicap. To beat that, the likes of Drogba and Rooney would need to improve on their total goals from last season – a tough ask.

Remember - to land a successful handicap bet, your player needs to outscore every other player on the list, once all the handicaps have been applied. Here's the full market at Stan James:

Season Goalscorer Handicap - Strikers		
Premier League 2010/2011 Season Top Goalscorer Handicap 14 Aug 12:45		
Which Of The Listed Players Will Score The Most Goals After The Handicap Is Applied? Only These Players Count. Handicap Is Applied To All Teams EW: 1/4 1,2,3		
Selection	Price	
Didier Drogba (Scr)	16/1	<input type="checkbox"/>
Wayne Rooney (+3)	16/1	<input type="checkbox"/>
Fernando Torres (+4)	16/1	<input type="checkbox"/>
Robin Van Persie (+7)	16/1	<input type="checkbox"/>
Jermain Defoe (+7)	16/1	<input type="checkbox"/>
Carlos Tevez (+7)	16/1	<input type="checkbox"/>
Darren Bent (+8)	16/1	<input type="checkbox"/>
Louis Saha (+9)	16/1	<input type="checkbox"/>
Carlton Cole (+11)	16/1	<input type="checkbox"/>
Gabriel Agbonlahor (+11)	16/1	<input type="checkbox"/>
Kevin Doyle (+12)	16/1	<input type="checkbox"/>
Andy Carroll (+13)	16/1	<input type="checkbox"/>
Bobby Zamora (+13)	16/1	<input type="checkbox"/>
Nikola Zigic (+14)	16/1	<input type="checkbox"/>
Hugo Rodallega (+14)	16/1	<input type="checkbox"/>
Nikola Kalinic (+14)	16/1	<input type="checkbox"/>
Kevin Davies (+15)	16/1	<input type="checkbox"/>
Ricardo Fuller (+15)	16/1	<input type="checkbox"/>
Roman Bednar (+15)	16/1	<input type="checkbox"/>
Gary Taylor Fletcher (+17)	16/1	<input type="checkbox"/>

Sniff out the value...

Drogba looks to have a tough job on his hands in the Handicap market, as he has been given no head start at all. As I mentioned above, Torres could well be in the running – if he stays fit.

Rooney would need to have another 'personal best' season to beat his tally from 2009/10 – but his +3 goals handicap does make him an appealing each way bet at 16/1.

- Wayne Rooney +3 Goals Handicap is available at 16/1 each way with Stan James

Two players I mentioned at 20/1 each way in the overall Premier League Top Goalscorer betting are available at 16/1 each way in the Handicap market – with 7 and 8-goal head starts...

Darren Bent was the Handicap winner last season, and with a +8 goals head start this time around he looks like good value. Bent is Sunderland's star striker and he scored half of all their league goals last season. At 16/1 each way he can be expected to give you a good run for your money in 2010/11.

- Darren Bent +8 Goals Handicap is available at 16/1 each way with Stan James

Jermain Defoe had a '1-in-2' strike rate in all competitions for Tottenham last season, and has a proven scoring record in the Premier League. He looks good value for an each way bet at 16/1, with a 7-goal head start.

- Jermain Defoe +7 Goals Handicap is available at 16/1 each way with Stan James

#### How to find these Handicap bets:

You'll find these Handicap bets in the 'Football – Ante Post' section on the Stan James website. From the drop-down menu that appears on that page, select 'Premier League 2010/2011' and 'Season Top Goalscorer Handicap.' The bets on Rooney, Bent and Defoe are then available in the 'Season Goalscorer Handicap – Strikers' section.

- This market may move or be taken down once the season begins on 14<sup>th</sup> August 2010

If you are new to Stan James, sign up for an account with their latest special offer here:

[http://affiliates.stanjamesaffiliates.com/processing/clickthrhg.asp?btag=a\\_102054b\\_2](http://affiliates.stanjamesaffiliates.com/processing/clickthrhg.asp?btag=a_102054b_2)

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#### TOP SCORER 'SPECIALS'

As well as the outright Top Scorer market, Top Team Scorers and Handicaps, bookies are also offering several different 'specials' bets for the 2010/11 season...

#### 16/1 Midfielder Handicaps...

Stan James are offering a Midfielders Top Goalscorer Handicap market. This runs in the same way as the Strikers Handicap I mentioned above – except only a select number of midfield players count for this bet. Here's the full list:

Season Goalscorer Handicap - Midfielders		
Premier League 2010/2011 Season Top Goalscorer Handicap 14 Aug 12:45		
Which Of The Listed Players Will Score The Most Goals After The Handicap Is Applied? Only These Players Count. Handicap Is Applied To All Teams		EW: 1/4 1,2,3
Selection	Price	
Frank Lampard (Scr)	16/1	<input type="checkbox"/>
Steven Gerrard (+3)	16/1	<input type="checkbox"/>
Tim Cahill (+5)	16/1	<input type="checkbox"/>
Samir Nasri (+7)	16/1	<input type="checkbox"/>
Ashley Young (+7)	16/1	<input type="checkbox"/>
Kevin Nolan (+7)	16/1	<input type="checkbox"/>
David Silva (+7)	16/1	<input type="checkbox"/>
Charlie Adam (+8)	16/1	<input type="checkbox"/>
Nani (+8)	16/1	<input type="checkbox"/>
Damien Duff (+9)	16/1	<input type="checkbox"/>
Luka Modric (+9)	16/1	<input type="checkbox"/>
Graeme Dorrans (+9)	16/1	<input type="checkbox"/>
Matthew Etherington (+9)	16/1	<input type="checkbox"/>
Morten Gamst Pedersen (+10)	16/1	<input type="checkbox"/>
Martin Petrov (+10)	16/1	<input type="checkbox"/>
Charles N'Zogbia (+10)	16/1	<input type="checkbox"/>
Sebastian Larsson (+11)	16/1	<input type="checkbox"/>
Stephen Hunt (+11)	16/1	<input type="checkbox"/>
Steed Malbranque (+12)	16/1	<input type="checkbox"/>
Scott Parker (+12)	16/1	<input type="checkbox"/>

- Each Way terms: A quarter of the odds for the top 3 places.

The player at the top of that Midfielders list stands out a mile...

Frank Lampard

Lampard scored a very impressive 22 goals in the Premier League last season – head and shoulders above any other player on that list. And he has a proven scoring record stretching back throughout his career...

Lampard has scored at least 10 goals in each of the last 7 Premier League seasons. If you take out the players from the promoted teams (who scored their goals in the Championship last season) – then no player on that Midfielders list even got into double figures in the Premier League in 2009/10, let alone anywhere near Lampard's 22 goals.

In fact, even if you apply all the Handicaps on that Stan James 'Midfielders' list to the Premier League goals totals of all the players listed from last season, still nobody comes close to Lampard's 22 goals (Duff, N'Zogbia and Larsson come out at 15 goals with this season's handicaps added, and Stephen Hunt's total would be 17).

The zero ('Scratch') handicap means that Lampard gets no head start in 2010/11. His track record suggests he can be relied upon to get in to double figures again, and taking last season's handicap results as a guide, a total of 15 goals would be enough to at least put Lampard in with a shout of a top 3 finish and an each way payout.

- Frank Lampard ('Scratch') Handicap is available at 16/1 each way in the 'Season Goalscorer Handicap – Midfielders' market at Stan James

At 16/1 each way, Steven Gerrard also appeals for a bet in this market...

Gerrard is available with a +3 Goals handicap. Last season he scored 9 goals in the Premier League, and in 2008/9 he registered a 'personal best' of 16 goals. The season before that Gerrard hit 11 goals – stats which show he is a consistent scorer from midfield. With the +3 handicap in his favour, Gerrard could well in finish at the top end of the Handicap table in 2010/11.

- Steven Gerrard +3 Goals is available at 16/1 each way in the 'Season Goalscorer Handicap – Midfielders' market at Stan James

### How to find these Midfielder Handicap bets:

You'll find these Midfielder Handicap bets in the 'Football – Ante Post' section on the Stan James website. From the drop-down menu that appears on that page, select 'Premier League 2010/2011' and 'Season Top Goalscorer Handicap.' The bets on Lampard and Gerrard are then available in the 'Season Goalscorer Handicap – Midfielders' section.

- This market may move or be taken down once the season begins on 14<sup>th</sup> August 2010

If you are new to Stan James, sign up for an account with their latest special offer here:

[http://affiliates.stanjamesaffiliates.com/processing/clickthrhg.asp?btag=a\\_102054b\\_2](http://affiliates.stanjamesaffiliates.com/processing/clickthrhg.asp?btag=a_102054b_2)

Profit from this Paddy Power '6-pack'!

Paddy Power are offering a series of '6-pack' specials bets, where they've divided up a selection of Premier League players in to groups of 6. The player that scores the most Premier League goals in his group wins the bet.

Here's the market for the group that Paddy Power call 'Goalscorer 6 Pack B':

Goalscorer 6 Pack B			Saturday, 14th August 2010, 12:45		
<b>Goalscorer 6 Packs</b>			<b>Hide</b> <input type="checkbox"/>		
Only Premier League goals count Own Goals do not count Dead heat rules apply					
N Anelka (Chelsea)	<b>11/4</b>	C Bellamy (Man City)	<b>9/2</b>	B Zamora (Fulham)	<b>5/1</b>
C Fabregas (Arsenal)	<b>10/3</b>	C Cole (West Ham)	<b>5/1</b>	Nani (Man Utd)	<b>11/2</b>

Here are the goal-scoring records of each of those 6 players in the Premier League in the past 2 seasons...

Player	2008/9 Goals	2009/10
Anelka	19	11
Fabregas	3	15
Bellamy	8	10
Cole	10	10
Zamora	2	8
Nani	1	4

Cesc Fabregas had an exceptional season in 2009/10 with 15 goals. However he could be on his way out of Arsenal this season, and even if he stays – it would be a tough ask to expect him to get that many goals again from midfield.

There are also doubts over Craig Bellamy's future at the Man City, and if he moves to a club outside the Premier League any goals scored elsewhere won't count. Bobby Zamora and Nani have both failed to get in to double figures in the Premier League so far.

Carlton Cole has got 10 goals, two seasons running. That's a respectable achievement – but one that is trumped by the remaining player in that group...

Nicolas Anelka scored 11 goals last season and 19 the season before. He plays for the current Premier League champions – who were the league's top-scoring side in 2009/10 – and it's fair to say Anelka is likely to get more opportunities in front of goal for Chelsea than Cole will for West Ham this season. Anelka looks the man to back here at 11/4.

- Nicolas Anelka is 11/4 to win 'Goalscorer 6 Pack B' with Paddy Power

How to find this '6-Pack' bet:

You'll find this bet in the 'Football Betting' section on the Paddy Power website. Go to

'UK Outrights' and 'Premier League' – then 'Goalscorer 6 Packs' will be an option from the list on the centre of the page. Click on that option, then scroll down the list of bets and you'll see 'Goalscorer 6 Pack B.'

- This market may move or be taken down once the season begins on 14<sup>th</sup> August 2010

If you are new to Paddy Power, sign up for an account with their latest special offer here:

[http://www.paddypower.com/bet?bannertag=10051209\\_7561475&AFF\\_ID=10051209](http://www.paddypower.com/bet?bannertag=10051209_7561475&AFF_ID=10051209)

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## RECOMMENDED BETS

### 11 ways to cash-in on the Top Scorer markets this season...

Here's a summary of the top selections I've highlighted in this report. The stats have highlighted these players as the ones to follow in the 2010/11 season...

Top Team Goalscorers:

The names of 5 players in particular have come up time and again in this report – Drogba, Rooney, Torres, Bent and Defoe. The stats suggest they should each be backed to be their team's top scorer this season.

- Chelsea Top Scorer – D.Drogba @ 11/8 with William Hill
- Man Utd Top Scorer – W.Rooney @ 4/6 with William Hill, Blue Square and 888 Sport
- Liverpool Top Scorer – F.Torres @ 8/11 with Coral
- Sunderland Top Scorer – D.Bent @ 4/6 with Skybet
- Tottenham Top Scorer – J.Defoe @ 5/4 with Stan James

Boost your odds with 'multiples' bets...

Combining those players in Doubles, Trebles and Accumulators gives the potential for big payouts from small stakes.

- A Treble on Drogba, Rooney and Torres pays just over 5/1 with Blue Square and 888 Sport
- An Accumulator bet on Drogba, Rooney, Torres, Bent and Defoe pays just over 14/1 with Skybet and Bet365

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### Top Goalscorer Handicaps:

I've highlighted 3 players that are all available at 16/1 in the 'Handicap' market, and can all be backed each way...

- W.Rooney +3 goals handicap @ 16/1 each way with Stan James
- D.Bent +8 goals handicap @ 16/1 each way with Stan James
- J.Defoe +7 goals handicap @ 16/1 each way with Stan James

Each Way terms: 1/4 odds for 1,2,3 places.

### Top Scorer Specials:

Frank Lampard and Steven Gerrard are the standout each way bets in the Top Goalscorer Midfielders Handicap market at Stan James, and Nicolas Anelka is the player to follow in the '6-pack' market at Paddy Power...

Each Way terms: 1/4 odds for 1,2,3 places.

- Frank Lampard ('Scratch') Handicap @ 16/1 each way in the 'Season Goalscorer Handicap – Midfielders' market at Stan James
- Steven Gerrard +3 Goals @16/1 each way in the 'Season Goalscorer Handicap – Midfielders' market at Stan James
- Nicolas Anelka to win 'Goalscorer 6 Pack B' @ 11/4 with Paddy Power

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You've seen our Top Scorer selections - now cash-in on EVERY game of the season...

I'll be keeping you updated on the progress of those 'Top Scorer' bets throughout the season – as well as flagging up players to follow for First Goalscorer and Anytime Scorer bets...

As well as Scorers, your Football Betting Data service looks at every angle of the Premier League - from 'win, lose or draw' bets and Correct Scores to Goals and Booking Points, First Card, Time of First Goal, Half Time form and even how many Corner kicks each team will get!

Our unique website is updated every week of the season with bet-specific stats for all 20 Premier League teams. Including a Head-2-Head bet selector that matches up any two teams home or away, giving you an at-a-glance guide to the best bets for any game.

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Make money on EVERY Premier League match this season!

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- :: Match-up any 2 teams
- :: Track your bets — LIVE

**Tottenham Hotspur**

**Shots & Possession**

	Total Shots		Avg Shots		Shots on Tar	
	For	Against	For	Against	For	Against
Home	105	87	18	15	31	29
On Avg Home	101	81	16	13	33	28
Away	79	104	11	15	26	47
On Avg Away	81	101	13	16	26	33

**Go to the Team Pages**  
Exclusive stats for all 20 Premier League teams. Every team has its own dedicated page packed with stats in all the key performance areas - Goals, Scorers, Corners and Bookings. All data is bang up to date and displayed in specific betting categories, highlighting the moneymaking opportunities in EVERY team.

**Head-2-Head**

Use the tabs below to see more detailed data in each betting category

Overall | Form | Goals | Corners | Bookings

Newcastle United v West Ham United

**Form**

	Matches Played	Help
51.9%	Possession	49.7%
14	League Position	11

**Go to the Head-2-Head**  
Our unique Head-2-Head betting tool allows you to match-up ANY 2 teams' stats for an at-a-glance betting guide. Simply choose your two teams and match them up in FIVE categories – Recent Form, Goals, Corners, Bookings and Overall. Providing you with an instant, bet-ready guide to where your money should be going.

And in the weekly Football Betting Data members-only email, I'll write to you before every round of games with expert analysis and recommendations for the weekend's games. Giving you access to 'hidden' form trends that generate 7, 8 and even 9 winning bets out of every 10 games...

Our aim is simple – to make 2010/11 your most profitable season yet!

Find out more today at: [www.FootballBettingData.co.uk](http://www.FootballBettingData.co.uk)

Best wishes,

Matt Nesbitt

Football Betting Data

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