

'If you knew something happened 7, 8 or even  
9 times out of 10...  
...you'd bet on it happening again wouldn't you?'



The 7 Premier League trends the  
bookies don't want YOU to know...

[www.FootballBettingData.co.uk](http://www.FootballBettingData.co.uk)

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

The stats, bets and trends that had the bookies running scared in the  
2009/10 Premier League season...

Discover:

- The bet that wins in 89% of Arsenal games...
- How every Goal, Yellow Card and Corner kick in the Premier League can make YOU money - every weekend!
- 6 ways to cash-in on Chelsea games...
- The Aston Villa 'cash cow' that paid out 31 times last season...
- How to profit from the best-behaved team in the league... and the team that get the most bookings...
- How to make more money from Man Utd, Liverpool, Chelsea and Arsenal by NOT betting on them to win!

Read on for the Top 7 Premier League money-makers from 2009/10 – and how you can cash-in every week of the new season...

### PREMIER LEAGUE MONEYMAKER #1

Team: Arsenal

Bet: 'To win the Most Corners'

Strike rate: 89%

Arsenal won the Most Corners in 17 out of 19 home games last season...

That's an 89% strike rate for bets on Arsenal to win the Most Corners.

The Gunners averaged almost 4 corners per game more than opponents, and also landed 16 out of 19 bets on them with a '-1 Corner Handicap' – an 84% strike rate.

How to profit...

You can bet on a team to simply win the Most Corners in a game, or bet on a team with a Corner Handicap.

Bookies offer two types of Corner Handicap bets – the team expected to win the most corners is given a 'minus' handicap to beat, and the other team is given a 'plus' handicap to add to their score.

For example, 'Arsenal -1 Corner Handicap' wins if Arsenal win at least 2 corners more than their opponent.

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### PREMIER LEAGUE MONEYMAKER #2

Team: Fulham

Bet: 'Under 3.5 Cards' or 'Under 35.5 Booking Points'

Strike rate: 84%

Fulham were the best-behaved home team in the Premier League last season, with 84% of games at Craven Cottage seeing less than 4 yellow cards shown in total.

Their home games averaged just 20.5 'Booking Points' per game – that's about 2 yellow cards in total per game.

Bets on Fulham home games being 'Under 3.5 Cards' or 'Under 35.5 Booking Points' paid out a winner in 16 out of 19 games – an 84% winning strike rate.

How to profit...

Bookies offer 'Over and Under' bets on how many 'Cards' or 'Booking Points' there will be in a game, in total.

Most bookies use this simple 'Booking Points' system for bets on yellow and red cards: a yellow card counts as 10 points and a red card is worth 25 points. The most one player can get in a game is 35 points (for 2 yellow cards resulting in a red).

Other bookies use a 'Cards' system, where a yellow counts as 1 Card and a Red is worth 2 (with 3 Cards being the most one player can get in a game).  
than their opponent.

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### PREMIER LEAGUE MONEYSMAKER #3

Team: Liverpool

Bet: 'First Team to Score'

Strike rate: 84%

Liverpool scored the first goal in 16 out of 19 home games in 2009/10...

That 'First Team to Score' bet was more consistent and profitable than backing Liverpool to win last season. The Reds won 13 out of 19 games at Anfield (68%), but bets on them to score the first goal paid out in 84% of games.

How to profit...

'First Team to Score' bets have three possible outcomes – the home team scores first, the away team scores first or no goals are scored. Those bets are available with all major bookies for every game.

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### PREMIER LEAGUE MONEYSMAKER #4

Team:	Manchester United
Bet:	'Over 2.5 Goals'
Strike rate:	84%

Man Utd were a 'goal machine' at home last season, scoring 52 goals and conceding just 12 from 19 games (only league winners Chelsea had a better home goals record).

Games at Old Trafford averaged 3.3 Total Goals, with 84% of games paying out on Over 2.5 Goals bets. That's 19 bets and 16 winners.

How to profit...

Bookies offer 'Under 2.5 Goals' and 'Over 2.5 Goals' bets for every game. For the Under bet to win, there has to be 2 or less goals in the game. For the Over bet to win, there has to be 3 or more goals in the game.

For example, if Man Utd win 3-0, a bet on Over 2.5 Goals pays out as a winner.

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#### PREMIER LEAGUE MONEYMAKER #5

Team:	Aston Villa
Bet:	'Over 10.5 Corners'
Strike rate:	82%

Aston Villa games featured some of the highest corners totals in the league last season. For example, there were a whopping 20 corners in their game against West Ham (the Premier League average is 11).

And that was no fluke...

Villa games paid out on 'high Corners' bets all season long, both home and away. Their season average was over 13 Total Corners per game.

Bets on 'Over 10.5 Corners' paid out in 82% of all Aston Villa games.

That's 38 bets and 31 winners – a corners 'cash cow' that paid out consistently in 2009/10.

How to profit...

Bookies offer 'Over and Under' bets on how many Total Corners there will be in a game.

The most common bet is Over or Under 10.5 Corners.

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#### PREMIER LEAGUE MONEYMAKER #6

Team: Sunderland

Bet: 'Team with the Most Booking Points'

Strike rate: 84%

Sunderland away games usually ended up with their players' names in the Referee's book last season...

Sunderland received the most Booking Points (most Yellow or Red Cards) in 16 out of 19 away games. That's an 84% strike rate for bets on Sunderland to be the Team with the Most Booking Points.

They averaged 30.3 Booking Points 'For' per away game, and just 10.6 points 'Against.' In other words, Sunderland picked up an average of around 3 Yellow Cards per game while opponents received just 1 Yellow Card.

How to profit...

Most bookies use this simple 'Booking Points' system for bets on yellow and red cards: a yellow card counts as 10 points and a red card is worth 25 points. The most one player can get in a game is 35 points (for 2 yellow cards resulting in a red).

Other bookies use a 'Cards' system, where a yellow counts as 1 Card and a Red is worth 2 (with 3 Cards being the most one player can get in a game) than their opponent.

Bets on the Team with the Most Booking Points are available for all live TV games. Bookmakers that offer those bets include William Hill, Ladbrokes, Blue Square, 888 Sport and Skybet.

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#### PREMIER LEAGUE MONEYMAKER #7

Team:	Chelsea
Bet:	To Win
Strike rate:	89%

Chelsea were the Premier League's star performer in 2009/10. They won the league with a very consistent set of stats, and several bets paid out in over 70% of their games...

Chelsea won 17 out of 19 home games – an impressive 89% win rate at Stamford Bridge.

Bets on Chelsea to win by more than 1 goal paid out in 12 of those 17 wins – a 70% strike rate for bets on Chelsea with a -1 Match Handicap or a -1.5 Asian Handicap, usually available at much bigger odds than simply backing the home win.

Chelsea conceded an average of just 0.7 goals per game at home. Bets on Chelsea To Win To Nil paid out in 11 of those 17 home wins – and again, that bet is usually available at much bigger odds than simply backing the home win.

The Blues were also the Premier League's top scorers, with 103 goals scored in total and an overall Goal Difference of +71. No surprise then that 79% of their home games paid out on Over 2.5 Goals bets.

They were dominant all over the pitch, winning an average of 60% of Possession in both home and away games.

At home, Chelsea averaged 4 corners per game more than opponents – and won the Most Corners in 74% of games. Away from home, bets on Over 10.5 Corners also paid out in 74% of games – 14 times out of 19.

How to profit...

Bets on the Match Result (eg. win, draw or lose) are available with all bookies for every game, and Match Handicap bets are also widely available. A '-1 Match Handicap' for example pays out if Chelsea win the game by more than 1 goal (2-0, 3-0, 3-1 etc).

Asian Handicap bets are available with Ladbrokes, Bet365, Victor Chandler, Paddy Power and on Betfair. These work in a similar way to Match Handicaps, except there are many more options – some bets give you half or all of your stake back if your team win (or lose) by a certain score, for example.

To Win To Nil bets pay out if the team you are betting on wins the game without conceding a goal (1-0, 2-0, 3-0 etc). These bets are available for every game with all the major bookies.

Over 2.5 Goals bets are also available with all the major bookies for every game – and that option pays out if there are 3 or more goals in the game.

Most Corners bets are available for most games – especially live TV games – with the likes of William Hill, Blue Square, 888 Sport, Bwin and Paddy Power. For Total Corners and Over 10.5 Corners bets head to Bet365, William Hill, Skybet, Paddy Power, Coral, Stan James, Bwin, Expekt and Extrabet.

And some bookies have even started betting on Possession now... during the 2010 World Cup bets on Possession, Shots and even Offsides were available at Expekt and Bwin. More of the same should be available for the big games in the new 2010/11 season.

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You've seen the stats for last season - now cash-in on the 2010/11 season...

In the report above I've shown you my Top 7 Premier League money-making trends from last season. I've listed just some of the bets that paid out 74%, 84% and even 89% of teams' games... providing consistent winners week after week.

As a Football Betting Data member, I'll write to you before every round of Premier League games with the stats, trends and recommended bets for the new 2010/11 season...

Plus – our unique website gives you Team Data stats and a Head-2-Head bet selector, giving you an at-a-glance guide to the best bets on every game.

With Football Betting Data as your guide, 2010/11 is going to be your most profitable season ever...

Yours in Sport,

Matt Nesbitt

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