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Football Trading

Secrets

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**Betting and trading involves an inherent risk and most importantly, anyone gambling should only risk what they can afford to lose. Please gamble responsibly – more information can be found at gambleaware.co.uk
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FREE BETS

Sign up to the offers below and get free bets for opening a new account (please note terms and conditions apply – please see each site for details):

Bet 365

Open a new account with Bet365 and get up to **£200 in FREE BETS**.

Just click here: http://www.bet365.com/home/?affiliate=365_371355



Betfair

Open a new account with Betfair, bet £10 and get a **£30 FREE BET**.

Just click here: <http://ads.betfair.com/redirect.aspx?pid=1399454&bid=8298>



Ladbrokes

Join Ladbrokes and get a **£25 FREE BET**.

Just click here:

<http://online.ladbrokes.com/promoRedirect?key=ej0xMzc3MTY0MyZsPTEzOTM0NzM1JnA9NjY3ODI5>



Top Recommended Football Tipster:

Banker Bets

This is our top recommended football tipster out of all those we have reviewed so far:

The service is called Banker Bets and it offers tips on football as well as tennis.

[You can sign up to Banker Bets here](#)

Here are the final results for our three month trial of Banker Bets:

Profit/loss:	+95 points
Strike rate:	84%
Bank growth:	95%
Cost:	£6.75 for 1st month then £27/month, £54/quarter or £155 per year
ROI:	11%
Average number of tips:	2 per day
VERDICT:	PASSED

[You can view the full results here](#)

Banker Bets Final Review

It's been an excellent trial for Banker Bets and it's great to see a service living up to its previous results.

This is a service that primarily provides win bets on football and tennis, with the occasional bet on American football.

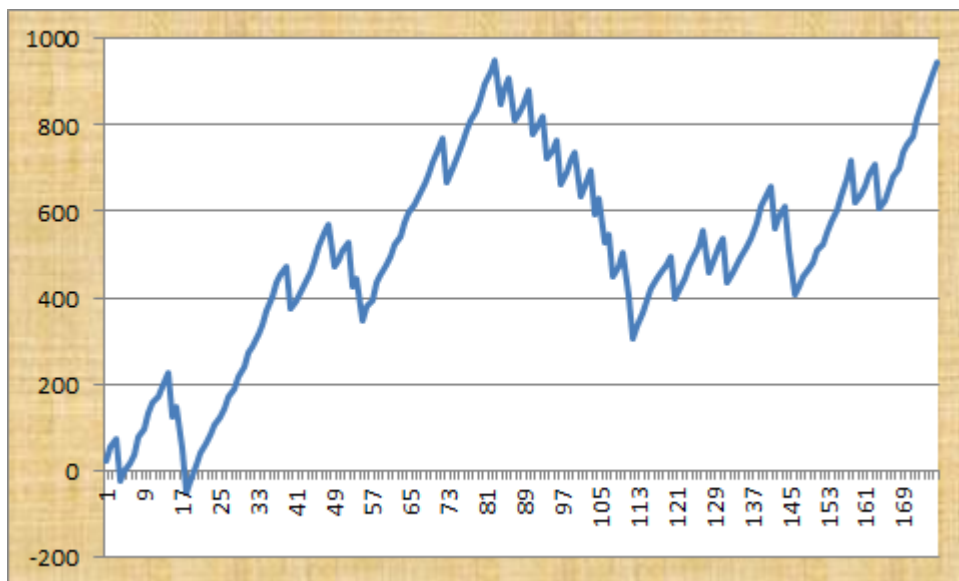
Things started off great guns in January with an amazing run of 21 straight wins followed by 17 straight wins in early February.

Matters took a bit of a turn for the worse in mid February with a bizarre run of results, including Nadal losing his first clay court semi-final in donkeys years, Chelsea failing to beat Burnley at home and Juventus unable to overcome lowly Cesena.

Since then things have very much got back on track though with a good run of 12 straight wins to finish the trial.

So we concluded with the bank very nearly doubling in 3 months, which is really fantastic stuff.

Here is a graph of the results during the trial:



As you can see, a nice trend upwards then the difficult period in February, followed by a good run at the end to just about double the bank overall.

Service Breakdown

Ease of use: Very good - bets are given out early in the morning (UK time) and can be placed at the bookmakers or Betfair. Bets take just a couple of minutes a day to place.

Availability of prices: Good. Overall I was able to match the advised prices using just Betfair. Sometimes I beat the advised price and sometimes it was worse, but overall things evened themselves out.

Strike rate: The strike rate for the trial was very high at 84% and with a long term strike rate of 85% losing runs should be short.

Advised Betting Bank: A 10 point betting bank is advised, or a compounding approach where you stake 10% of your current bank on each bet. With an 85% long-term strike rate this should be sufficient, although to be ultra safe you might want to try a 15 point bank.

Subscription costs: The subscription costs are very reasonable at £6.75 for the first month and then £27 per month, £54 per quarter or £155 per year.

OVERALL VERDICT: PASSED

I really like services that can deliver a high strike rate and this is one that certainly does that, with an 84% strike rate achieved during out trial. It really does lower the stress levels when the vast majority of your bets are winning. :)

However, the most important thing of course is the overall profit/loss level. Well Banker Bets has delivered in spades on that front as well.

It's good that you get a clear reasoning behind the selections and you can see that John who runs the service really does his homework before he sends out each bet.

There does appear to be clear value in these types of bets and as we have seen during our trial, there is great potential to build a bank.

If we can repeat these results and double the bank every 3 months, I may be able to start contemplating retirement in a few years' time! :)

Let's hope so anyway, but in the meantime this one definitely goes on to the [passed systems](#) list and I can thoroughly recommend giving Banker Bets a go if you want to make some consistent profits.

[You can sign up to Banker Bets here](#)

PART ONE – BETTING GUIDELINES



1. Betting Systems Introduction

“Luck is what happens when preparation meets opportunity.”

Seneca

Whilst everybody likes a flutter on their favourite sport, whether it be the horses, football, tennis golf or anything else, nobody likes to lose their hard-earned money to the bookies. Now imagine if you could increase your chances of picking winners? Sound too good to be true? Well it's not. Betting systems have been around for as long as people have been betting on horses – and the best betting systems can definitely help increase your chances of winning. The trick however is knowing which system to pick or avoid by looking at its long term results and the methodology used to choose the selections. Is the system based on solid foundations? Is it something that is likely to continue winning? What is the strike rate and return on investment (ROI)?

What Are Horse Betting Systems?

Most people – whether they realise it or not – use a system of sorts when making a bet on the horses. Whether you choose a horse name that reminds you of your wife's stunning looks or your son's cheeky charm, you are using criteria that help you to select your horse. Horse betting systems, at their most basic, are just that – a systematic approach to choosing horses based on a set of criteria. Not only do they aim to reduce the odds of losing but most importantly raise the possibilities of winning. Through careful analysis and sophisticated systems of rules, horse betting systems promise to help you pick the winners.

Other Betting Systems

There are many other betting systems out there including football betting systems, tennis betting systems, cricket betting systems and many more. As with horse racing systems, these systems attempt to identify a strategy that gives you an edge over the bookie – or to put it another way – over other gamblers. If you just bet the same way everyone else does by studying the form, you are unlikely to have an edge. Good betting systems look for a different angle that is not used by the majority of punters, thus providing a chance to achieve odds that are above the selection's true chances of winning.

Do They Work?

It depends! There is no shortage of betting systems available. Unfortunately, many of these systems do not work. Often making outrageous claims regarding guaranteed success and promised profits, they can sadly leave you uncomfortably out of pocket. When they do work however, they can really make a difference.

How to Choose the Best Systems?

So how can you sort the “wheat from the chaff” and select the best betting system for you? One way to avoid spending lots of money on subscriptions to services that don’t work is to consult a reputable and trustworthy betting system review site. Often, these sites will test out different betting systems, paying the subscription fee, placing bets on the received horse tips and reporting back on the results. To make sure the reviews are fair and balanced, look for a site that posts a mixture of reviews that are not only positive, but also negative and neutral.

At www.honestbettingreviews.com we can help you find a horse betting system that works. By thoroughly reviewing each betting service and showing those that make clear profits, we identify not only the diamonds on our winning systems list but also the scams.

Some Great Betting Systems

Not only do we review betting systems on an ongoing basis, we develop our own betting systems to produce long term profits. Some of these systems are included in this guide in Part Two.

But before we get to those, it is important to cover the key principles to becoming a successful – or even professional – punter.

2. Staking & Money Management

*“Rule No.1: Never lose money.
Rule No.2: Never forget rule No.1.”*
Warren Buffett

The essence of a successful investor in any walk of life is money management.

Whilst it would be great to follow Warren Buffett’s maxim to the letter and never lose money, the key is to minimise the downside whilst maximising the upside and always within safe investment levels. If you are risking the right amount each time you wager, trade or invest, then you will never be in danger of wiping yourself out and it should be relatively stress free.

The wrong money management however is likely to lead to high levels of stress and a real possibility that you could lose more than you can afford.

For many years, I bet without much thought to how I was managing my money and staking levels. I would put £20 on one bet, £50 the next, £10 the next, without thinking about what this meant in the longer term scheme of things.

Probably worse than that though, I never thought about the possibility of increasing my staking over time if I was successful, of running a “betting bank” so to speak.



Figure 2: Sound money management is the bedrock of any investment strategy

The key to really making your betting or investing pay is to set aside a fixed amount that you want to risk on betting or trading.

Let's say for example you had £1,000 that you were prepared to risk on making money from gambling, trading or another form of investing.

What you would then do is stake a set percentage of that bank on each bet or selection. So you might decide you want to stake 1% of the bank on each selection, which would equal £10 per selection.

Betting Bank Example		
Bank Size: £1,000	Risk per trade: 1%	Stake: £10
Bank Size: £2,000	Risk per trade: 1%	Stake: £20
Bank Size: £5,000	Risk per trade: 1%	Stake: £50
Bank Size: £10,000	Risk per trade: 1%	Stake: £100

Figure 3: an example of how a betting bank can grow when sticking to fixed percentage staking

Now let's say you win a few bets or trades, and your bank grows to £2,000. With your 1% staking, you are now betting £20.

With this form of staking, it is possible to build a very successful and profitable income if you have a consistent edge over the bookies or gambling market. Although things grow slowly at the start, after your bank has grown a couple of times suddenly you will see the numbers increase significantly and really to start to push on.

The other good thing to staking in this way is that it gradually increases your staking level, always to a fixed percentage of your bank.

If you were to move straight away to staking £100 or £200 per selection, you would probably become very anxious when you hit a few losers and there would be a great temptation to give up quite quickly. You may well have endured quite a few sleepless nights along the way and probably taken a bit of stick from your other half – and bank manager!

But if you have built up to staking £100 or £200 over a long period of time from originally staking £10 or £20, you will be much more comfortable with it and you will know that it only represents a fixed percentage of your bank, so a few losers in row are not going to wipe you out.

How much should I stake on each selection?

The question of how much of your bank you should risk on each selection depends a lot on the strike rate of your system or strategy.

Below is a table which illustrates the maximum likely losing run from a given strike rate:

Strike rate	Highest likely losing run for 1000 bets
5%	135
10%	66
15%	43
20%	31
25%	24
30%	19
35%	16
40%	14
45%	12
50%	10
55%	9
60%	8
65%	7
70%	6
75%	5
80%	4
85%	4
90%	3
95%	2

Figure 4: Expected maximum losing run based on given strike rate

So for example if a system has a strike rate of 50% then over the course of 1000 bets you could expect to have a losing run of 10 bets at any stage.

Now obviously things do not always go according to plan! The numbers in this table are just based on mathematical formulas about percentage chances. We all know that in the real world we can have horrendous bad luck and run up losing streaks much longer than the statistics would say we are supposed to have. Sods law I think they call it!

So to calculate your stake per bet you should multiply the maximum losing run by at least 2.5 and some people would say at least 3 to be on the safe side. This is up to you based on your aversion to risk.

So taking our example of a system that has a 50% strike rate, the table above tells us that you are likely to have a losing run of 10 for 1000 bets placed. So you might want to treble this, giving you a level of potentially 30.

Let's say your bank was £1,000. You would then divide £1,000 by 30 giving you £33.33, or 3.3%, to stake on each selection.

Let's have a look now at the key elements that make up a successful betting strategy.

3. The key elements of a betting strategy

When evaluating a betting strategy, there are many elements to consider. It is not just a case of looking at the profit/loss as any system could hit one big priced winner that makes it look successful but if you took that out then it would be running at a large loss. Or a system may produce a profit but have a very low strike rate, meaning staking will be small and bank growth slower.

Below we assess the key elements of a betting strategy and how you should weight them when judging the merits of a system:

- **Strike rate**

Strike rate means how often the system wins. So for example, if a system had a 100 bets and 53 of them won, we would say it has a 53% strike rate.

Strike rate is one of the most crucial elements of any betting system. As mentioned above, a system with a low strike rate means low staking and slow bank growth, where as a high strike rate means high staking and fast bank growth, all else being equal.



Just as in cricket, strike rate is crucial in betting systems

It is also generally easier to handle psychologically when you have a system with a high strike rate. Systems with low strike rates can generate long losing runs which most people find very difficult to deal with.

- **Frequency of bets**

When we say frequency of bets we are talking about how many bets a system generates on average over a given period.

So for example one system may produce just a couple of bets per week whilst another produces 10 bets per day.

The number of bets a system generates is a crucial factor in how fast your bank will grow. Many people are put off by systems that produce a lot of bets, not liking having to stake a lot of money at once on various bets, fearing they could all lose.



Placing lots of bets in one go can be a scary prospect – whether it be in a casino or elsewhere

However, this is generally a mistake. If you are sticking to sensible money management and risking a safe, fixed percentage of your bank each time and a system works, then it shouldn't matter if you are placing 10 bets per day.

If you are getting nervous about placing lots of bets in one day, then you are probably staking too much.

All else being equal, a system that has 10 bets a day will grow 10 times faster than a system with 1 bet a day. That will have an absolutely massive impact on how much money you make.

Now at the same time, generally systems with high numbers of bets do not obtain as high a return on investment (ROI) as systems with low numbers of bets.

This is because really good opportunities, where the bookies have misquoted the odds on a selection by 30% or more, are pretty rare. This may only happen a few times per week. But they get the price wrong by 10% much more often – indeed many times per day, so that explains the difference in returns.

The key point though is that if a system can maintain a reasonable ROI whilst having a high number of bets then it will produce good returns in the long run and you should not be put

off by a system that generates large numbers of bets – it can increase your bank much more quickly than a system that has a higher ROI but lower bet volume, as we will see below.

- **Return on investment (ROI)**

Return on investment, or ROI as it is usually referred to, means how much return you get on your money.



So for example when someone says a return on investment of 30%, what they mean is that for every £100 you invested on a particular system, you would get £130 back (i.e. £30 profit).

Many people consider ROI to be the most important figure when deciding on the merits of a betting system. I used to think this myself.

Now I would strongly argue that it is **NOT** the important statistic.

Imagine one system that has a great long term ROI, say 30% (which is outstanding) but a low bet volume and strike rate. It only sends out three bets a week and these are at high odds, meaning a low strike rate, of let's say 10%, meaning you decide to stake a fixed 0.5%, or £5, on each selection,

Even with such a great return on investment, at fixed staking levels it would take over 4 years to double your bank of £1,000.

Now take another system that has a much lower ROI of 10%, generally considered good but not that special.

However, it has a high bet volume of 3 bets per day and a very high strike rate of 85%, meaning you can bet a fixed 10%, i.e. £100, on each selection.

At fixed staking levels, it would take just over a month to double your bank of £1,000, compared to over 4 years with the system with 30% ROI.

Now which one would you prefer?

I know which one I would prefer. This is illustrated in the example below.

	System A	System B
ROI:	30%	10%
Strike rate:	10%	85%
Bet Volume:	3 per week	3 per day
Bank after 2 years:	£1,468	£22,840

- **Profit and loss**

Profit and loss simply means how much a given system has won or lost in a given period.

It is usually calculated on a “points” basis to account for the fact that people wager at very different levels.

Whilst wealthy banker Bob may like to wager £1,000 on every bet he has, average Joe might prefer to bet just £1.50 on his selections.

To account for this and also to level the playing field between different systems that might like to wager at different levels, we talk about points invested.

For example, a system might say “We recommend using a 100 point bank for our system.”

Let’s say you had £1,000 you wanted to invest. That would mean you would divide £1,000 by 100, giving £10.

Each point would be £10, so if the system says “back all selections for 1 point” you would bet £10 on each selection. Or if it said put 2 points on certain selections, you would bet £20, and so on.



It goes without saying that profit and loss is very important. However, don't be fooled into thinking it is the only thing that matters.

A system could have notched 50 points profit in a month and be shouting from the rooftops about how brilliant it is.

But when you delve into its results, you discover it got lucky and tipped one 100/1 winner. If you took that out of the results, it actually finished 50 points down. What if you were in an urgent meeting at work and had missed that 100/1 winner? How would you feel then?

It is important to look closely at the results and see overall trends. Was this month just a lucky one or are they regularly producing profitable months? How long is the track record of results – the longer the better.

- **Bank growth**

When we say bank growth we mean if you started off with a given amount of money you decide you want to risk – a “betting bank” so to speak – how much has that grown over a given period?

So for example, if you started off with a £1,000 to invest in a betting system and after a year you had £1,500, you would say you have achieved bank growth of 50%.

Bank growth is ultimately the most important question and should be the number one factor in deciding whether to follow a betting system. The bottom line is:

If I started off with £1,000 and followed this system for a year, how much money would I have? Would it have doubled and be £2,000? Would it have quadrupled and be £4,000?

All of the other elements will go into determining the answer to this question, but ultimately this is the most important question.

**Most important factors in assessing a tipster's record
(most important first)**

1. Bank Growth
2. Profit / loss
3. Strike rate
4. Frequency of bets
5. ROI

4. Psychology and Losing Runs

Probably the most difficult aspect of any form of gambling or trading is handling the losing runs.

Sadly the reason 98% of gamblers lose is not because they are not able to select winners or judge form. It is because they give up on a strategy when they hit a losing run.

So in essence the vast majority of punters are getting out at the bottom of the curve so to speak. As soon as a system loses, they give up, exiting at a loss and moving on to the next big thing or in-form tipster. Then when that one hits a losing run, they give up and move on to the next one and so on.

All this means is that they are continually running up losses as they jump from one thing to another.

The 2% of gamblers or traders who succeed are those who have a good strategy and stick to it over the long term. They accept the losing runs and don't go chasing their losses or jumping on to a new strategy. They know their approach works but that statistically you are guaranteed to hit a losing run at some point.

This, coupled with good money management, is the most important lesson people can learn when trying to become a successful investor.

Even though the systems in this manual have good strike rates, they will hit losing runs on occasion. It can be immensely frustrating and there will be a temptation to give up.



Figure 5: a losing run can be frustrating and tough to handle. It is important to remain calm and stick to your system

My advice is to keep calm, stick the rules, don't go chasing losses and wait for the next opportunity to come along. Most important of all, always stick to safe money management and never risk more than you can afford to lose.



If you aren't able to do these things, then you will probably need to ask yourself if betting is for you.

5. Compounding

“Compound interest is the eighth wonder of the world. He who understands it, earns it ... he who doesn't ... pays it.”

Albert Einstein

Albert Einstein declared compound interest to be the eighth wonder of the world. When you think about what is possible, he is probably right.

Take an example – imagine you had a bank of £1,000 and doubled it every three months. After 6 months, your bank would be £4,000. After a year, it would be £16,000. And after two a half years, you would have over a million pounds!

Compounding Example: £1,000 into £1,000,000

Start	£1,000
3 months	£2,000
6 months	£4,000
9 months	£8,000
1 year	£16,000
15 months	£32,000
18 months	£64,000
21 months	£128,000
2 years	£256,000
27 months	£512,000
2 ½ years	£1,024,000

Now doubling your bank every 3 months is extremely good going and you wouldn't normally expect to be able to do that consistently for a long period, but this gives you an idea of the sheer power of compound investing and what Einstein was talking about!



Figure 6: Compounding can achieve wonders in terms of bank growth over time

I would say realistically you could look to double your bank every 9 months to one year, which would still deliver great returns using compound investing.

The point to really note about the example above is that it is the earliest part that is the hardest – once you have doubled your bank two or three times, then things really start to get going and you will be dealing with big numbers. Then it will just feel easy to generate a tidy income.

Trade Football Matches on Betfair

Whilst all the strategies so far have been horse-racing based, there is a simple system you can use to profit from football matches on Betfair.

Many people will be familiar with laying the draw, a classic trading system that has been around for a number of years now.



The problem is that it is so widely known and used, there is little value left in the system and often the price of the draw does not move enough after a goal is scored to make it profitable to trade from the start of the game.

However, a different way to approach it and one in which you can ensure the draw price moves sufficiently is to only trade the system in the second half.

You simply look to see if a match is drawing at half time. If it is, then you can place a lay bet on the draw.

We are looking for matches that are likely to be high scoring. You can look in particular at the odds of the current score.

For example, if the match is 1-1 at half time, look in the correct score market at the odds of 1-1. If they are above 4.0, then there is a good opportunity to trade. This means there is only a 25% of there not being another goal and a 75% chance that there will be.

Here is an example:

The game is Torino v Roma in Italy's Serie A.

The screenshot shows the Betfair website interface for the Torino v Roma match. The main content area displays the match odds for various markets. A 'Cash Out' button is prominent, showing a liability of £10.16 and a profit of -£0.08. The 'Match Odds' table is as follows:

Market	3 selections	100.8%	Back all	Lay all	99.6%
Torino	3.5 £2341	3.55 £839	3.6 £199	3.65 £136	3.7 £225
Roma	3.2 £556	3.25 £1225	3.3 £131	3.35 £302	3.4 £798
The Draw	2.3 £710	2.32 £386	2.34 £151	2.36 £54	2.38 £218

The 'The Draw' market is highlighted in pink, indicating it is the selected market. The odds for 'The Draw' are 2.36 for a liability of £10.15.

It is half time and the game is 0-0. Roma have been knocking on the door, creating lots of chances but have failed to score so far.

The draw odds have dropped down to a very nice 2.36 for us to lay at.

So we place a lay bet at 2.36 for a liability of £10.15.

We then sit and watch the second half unfold, waiting for a goal to be scored.

In the 58th minute Roma get a penalty, which Alessandro Florenzi tucks away to give the visitors a 1-0 lead.

Now let's have a look at what happened to the odds:

The screenshot shows the Betfair website interface for the Torino v Roma match. A yellow banner at the top of the main content area reads "Your Cash Out+ was successful". Below this, the "Match Odds" section is active, showing a table of odds for Torino, Roma, and The Draw. The table has columns for odds and a "Back all" button highlighted in blue. The "Win Only Market" section on the right shows the current odds for Torino (17) and Roma (1.4). The "Live Stream" section is also visible.

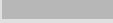
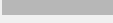
Selection	16	16.5	17	18	18.5	19
	£7	£105	£41	£21	£22	£23
Torino						
Roma	1.38	1.39	1.4	1.41	1.42	1.43
The Draw	4.1	4.2	4.3	4.4	4.5	4.6

As you can see, the draw odds moved out to 4.3 after Roma' goal, allowing us to hit the "cash out" button for a profit of at least £3.45.


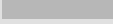
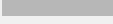
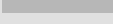
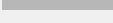
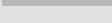
The beauty of this system is that the later a goal goes in, the more the draw odds will jump. If we get a really late goal, then the price will rocket and we can lock in some really juicy profits.

And the statistics are greatly in our favour of there being a late goal. Just look at these statistics from the last few seasons of Premiership football, taken from the excellent www.soccerstats.com website:

Premiership 2014-15 (i.e. as at April 2015)

Scoring times (overall)			
Minutes	Goals	% goals	
0-15	108		13.5%
16-30	118		14.8%
31-45	151		18.9%
46-60	115		14.4%
61-75	138		17.3%
76-90	170		21.3%

Now the figures for the Premiership season 2013-14:


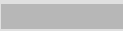
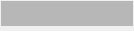
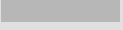
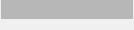
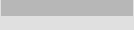
Scoring times (overall)			
Minutes	Goals	% goals	
0-15	127		12.1%
16-30	156		14.8%
31-45	180		17.1%
46-60	178		16.9%
61-75	183		17.4%
76-90	228		21.7%

Look at the difference between goals scored in the first 15 mins versus the last 15 mins – an amazing 101 more goals were scored in the last 15 mins.

And this is not restricted just to the Premiership.

Here are the stats from Serie A for the 2013-14 season:

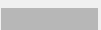


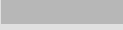
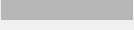
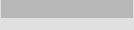
Scoring times (overall)

Minutes	Goals	% goals	
0-15	132		12.8%
16-30	162		15.7%
31-45	176		17.0%
46-60	153		14.8%
61-75	188		18.2%
76-90	224		21.6%

As you can see, they are very similar to the Premiership.

Here are the stats for Spain's Premira Liga for the 2013-14 season:



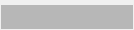
Scoring times (overall)

Minutes	Goals	% goals	
0-15	126		12.1%
16-30	144		13.8%
31-45	185		17.7%
46-60	163		15.6%
61-75	200		19.1%
76-90	227		21.7%

Again, very similar stats with the chances of a goal increasing as the second half progresses and 21.7% of goals coming in the last 15 minutes.

Finally, looking at Germany's Bundesliga for 2013-14 we see the same stats coming through again:

Scoring times (overall)

Minutes	Goals	% goals	
0-15	123		12.7%
16-30	153		15.8%
31-45	161		16.6%

46-60	164		17.0%
61-75	163		16.9%
76-90	203		21.0%

So you can see that these same trends run through all leagues, it is very much in the nature of how football is played.

This is likely due to the fact that sides will often start off games in a cagey fashion, not wanting to give anything away and settling into their pattern of play. But come the last part of the game, often sides will go pressing for an equaliser or a winner, looking for the glory when the rewards for a goal can be so high.

On the other hand, some sides will tire towards the end of the game, particularly those who have been outclassed during the match and who have been chasing the ball endlessly, giving opportunities for goals to be scored.

Either way these stats are amazingly consistent and we should ensure they are in favour when trading. This is what we are doing with the above system and indeed all the systems in this manual.

Individual Team Stats

It can pay to look specifically at sides who tend to score lots of late goals. This can improve your strike rate and profitability even further.

Just think of how many times over the years Alex Ferguson's Man Utd teams scored late goals to win games. It would have paid off handsomely to be laying the draw at HT in those games. Utd used to just pour forward in wave after wave off attack, coming at sides from all angles. There weren't many teams who could fend that off for the entire second half of a match.

Here is an example from the soccerstats.com website. It is Manchester City for the 2014-15 season (up to mid-April):

GOALS PER 15 MIN. (overall)		
0-15 min	GF	8
	GA	4
16-30 min	GF	9
	GA	6
31-45 min	GF	11

	GA	5
46-60 min	GF	8
	GA	3
61-75 min	GF	12
	GA	11
76-90 min	GF	17
	GA	5

As you can see, they fit the pattern very well, scoring lots of late goals – i.e. 17 compared to just 8 in the first 15 mins. Much like Manchester Utd under Alex Ferguson, City are prone to piling on the pressure late on in games with attacks coming in through the midfield dynamism of players like David Silva and with the finishing skills of players like Sergio Aguero.

It can really pay to do your research and select teams that have a tendency to score late goals when trading this system.

Always be sure to trade matches with good liquidity though and to ensure you watch the match closely so you can trade out immediately after a goal is scored and do not get caught out with an equaliser.

Personally I like to trade matches where there is a reasonably strong favourite, i.e. around the 1.5-1.8 at the start of the match and who are dominating the game but haven't quite managed to break through yet. If they are creating lots of chances and piling on the pressure, then this represents a good trading opportunity and when the goal goes in the draw odds will move dramatically.

However, this is a slightly more risky strategy as if the underdog scores, the draw odds will not move very much in our favour, unless the goal comes late (i.e. the last 10 minutes). So you may wish to stick with trading more evenly matched teams where there is a guarantee of the draw price moving whichever team scores.



Final Thoughts

I hope you have found the strategies explained in this manual useful. I am confident that combining the various strategies will lead to a profitable income.

"The more I practice, the luckier I get."

Gary Player

A portfolio of different systems and strategies is recommended to spread the risk and ensure that one bad run can be compensated by success elsewhere.

The key things as I said before are to stay disciplined, stick to safe money management and allow your bank to grow over time.

I hope you have also been encouraged to develop your own strategies based on the information in this manual. It is amazing what you can find with a bit of time and study. The excellent www.flatstats.co.uk website is a good place to start.

If you have any questions, comments or feedback on the information provided in this guide, please contact: info@honestbettingreviews.com

And remember the golden rule: only bet what you can afford to lose!

Good Luck and happy punting.

www.honestbettingreviews.com