Welcome to Form Lab Max.

This welcome document shows you how to start using Form Lab Max and then as you become more proficient you'll discover your own strategies and become a more profitable bettor.

If you require further assistance or would like to share ideas, please feel free to contact us at support@footballformlabs.com

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FORM LAB MAX: VIDEO SUPPORT GUIDES

There are a number of video guides available to accompany this edition. The full list is just below with other links provided next to the relevant content throughout this welcome guide. Click on the links to view the videos online. If you have trouble viewing the video, try clicking on the download button underneath the video. Click 'Full Size' to enlarge the videos. Note, the videos may contain previews of some features from Form Lab Black.

**Introduction to the Football Form Labs*:*

- 3 Minute Introduction.

- 8 Minute Introduction.

Using the Match Data Analysis:

- The Form Tables

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Using Pre Match Queries:

- The Head to Head Filter

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- Combining the Position & Pre Match Filter to Find opportunities.

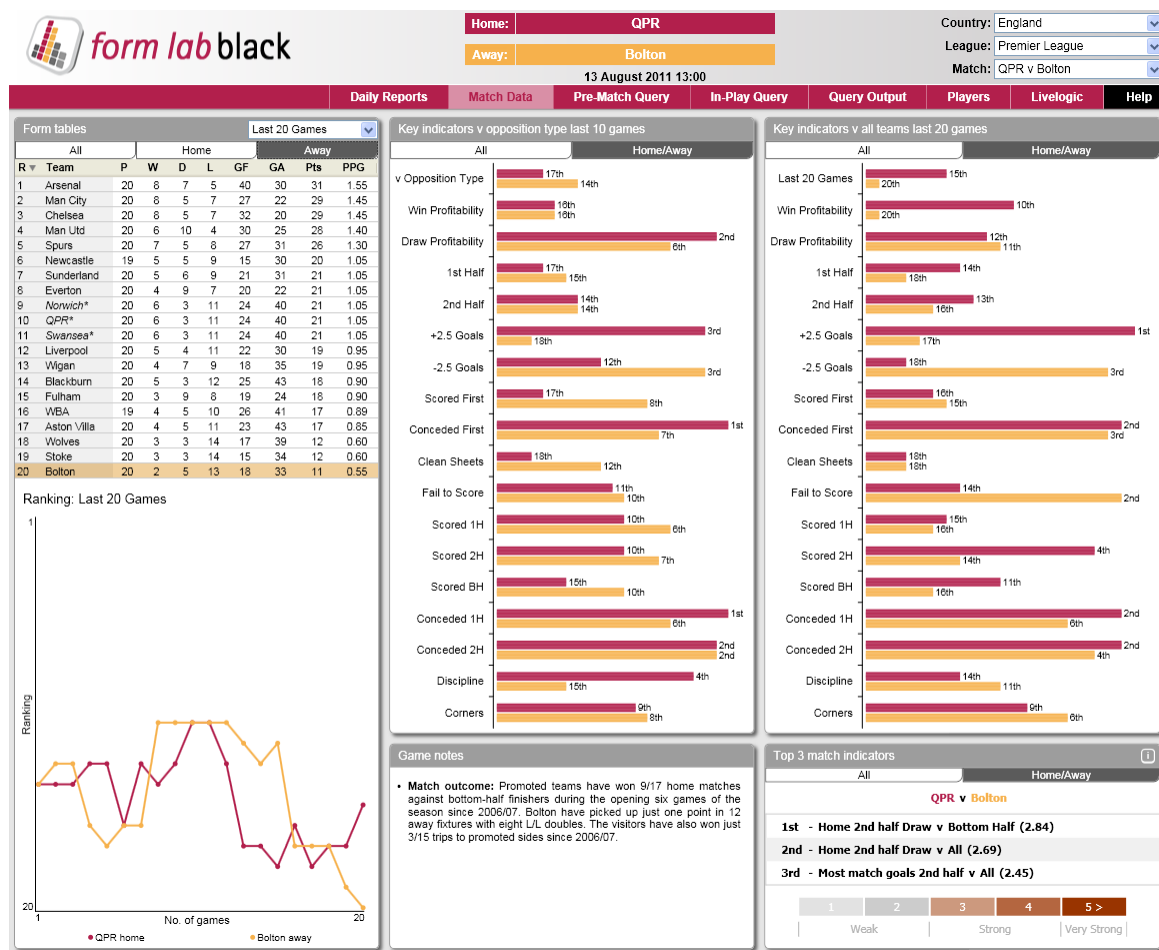- Form Lab's Recommended Pre Match Routine.

Daily Reports:

- Form Lab Max's Daily Reports: Bet Ideas & Analysis.

Finding The Best Odds:

- Finding the best odds for ideas generated by FormLab.

FORM LAB MAX: MATCH DATA

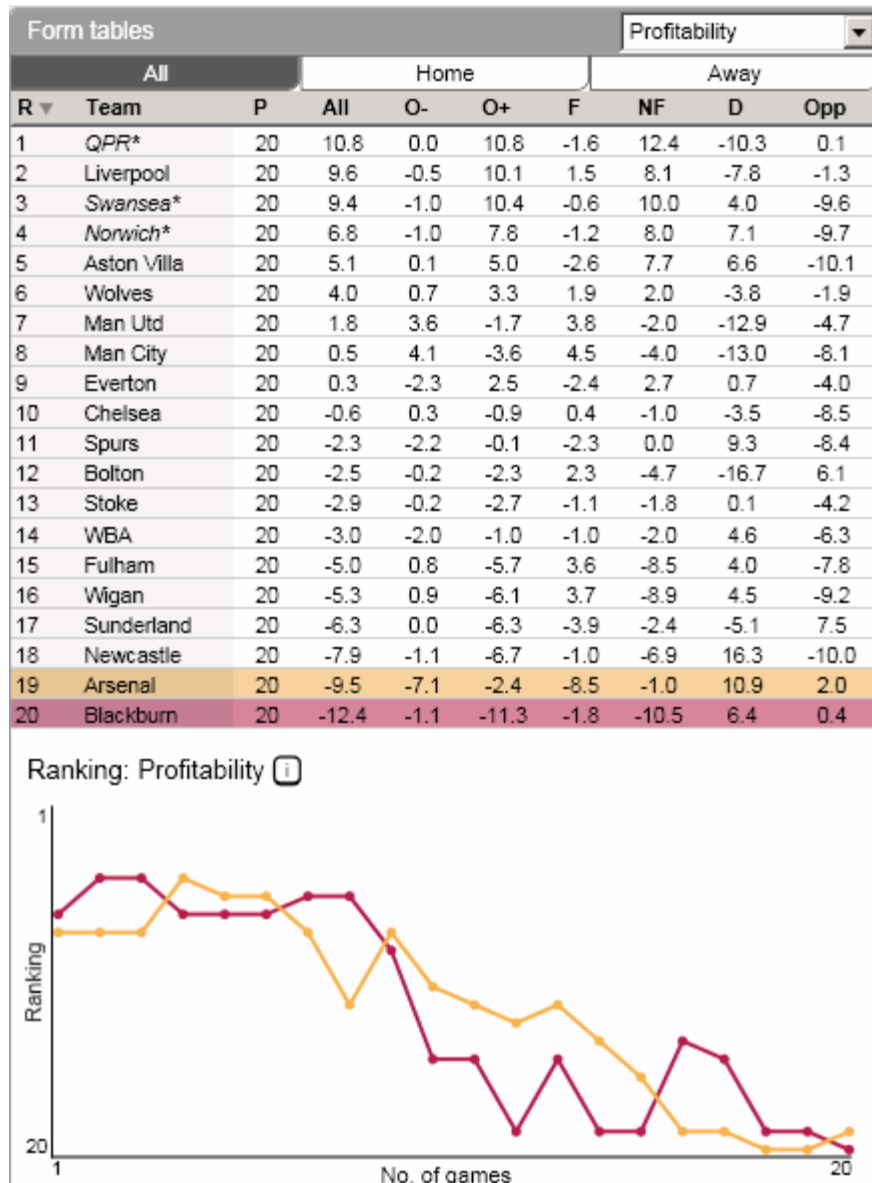The match data tab gives you a one page summary of the relevant betting trends for any particular match.

It's split into four main areas as follows:

i)   The Form Tables

The form tables can be used to highlight regular form, but are more useful for uncovering trends such as home/ away basis and to see if a trend is deteriorating or improving.

There are many elements to compare teams on using the drop down menu as the screen shot below shows. The example shown uses the profitability table which ranks teams based on the profits available from backing them in their last 20 games. As you can see, backing Arsenal or Maxburn has been an especially poor idea with big losses made from backing both teams. However if you look at the Draw column (D) there have been reasonable profits available from backing the draw with both these teams.

Form tables							Profitability ▼	
All				Home			Away	
R ▼	Team	P	All	O-	O+	F	NF	D	Opp
1	QPR*	20	10.8	0.0	10.8	-1.6	12.4	-10.3	0.1
2	Liverpool	20	9.6	-0.5	10.1	1.5	8.1	-7.8	-1.3
3	Swansea*	20	9.4	-1.0	10.4	-0.6	10.0	4.0	-9.6
4	Norwich*	20	6.8	-1.0	7.8	-1.2	8.0	7.1	-9.7
5	Aston Villa	20	5.1	0.1	5.0	-2.6	7.7	6.6	-10.1
6	Wolves	20	4.0	0.7	3.3	1.9	2.0	-3.8	-1.9
7	Man Utd	20	1.8	3.6	-1.7	3.8	-2.0	-12.9	-4.7
8	Man City	20	0.5	4.1	-3.6	4.5	-4.0	-13.0	-8.1
9	Everton	20	0.3	-2.3	2.5	-2.4	2.7	0.7	-4.0
10	Chelsea	20	-0.6	0.3	-0.9	0.4	-1.0	-3.5	-8.5
11	Spurs	20	-2.3	-2.2	-0.1	-2.3	0.0	9.3	-8.4
12	Bolton	20	-2.5	-0.2	-2.3	2.3	-4.7	-16.7	6.1
13	Stoke	20	-2.9	-0.2	-2.7	-1.1	-1.8	0.1	-4.2
14	WBA	20	-3.0	-2.0	-1.0	-1.0	-2.0	4.6	-6.3
15	Fulham	20	-5.0	0.8	-5.7	3.6	-8.5	4.0	-7.8
16	Wigan	20	-5.3	0.9	-6.1	3.7	-8.9	4.5	-9.2
17	Sunderland	20	-6.3	0.0	-6.3	-3.9	-2.4	-5.1	7.5
18	Newcastle	20	-7.9	-1.1	-6.7	-1.0	-6.9	16.3	-10.0
19	Arsenal	20	-9.5	-7.1	-2.4	-8.5	-1.0	10.9	2.0
20	Blackburn	20	-12.4	-1.1	-11.3	-1.8	-10.5	6.4	0.4

Ranking: Profitability ⓘ

There are many analytical treasures waiting to be found here, such as looking at Over/ Under trends or Half Time/ Full Time double result trends. Very quickly, you will build up a picture of a league and those teams you should look out for in certain markets or match-ups.
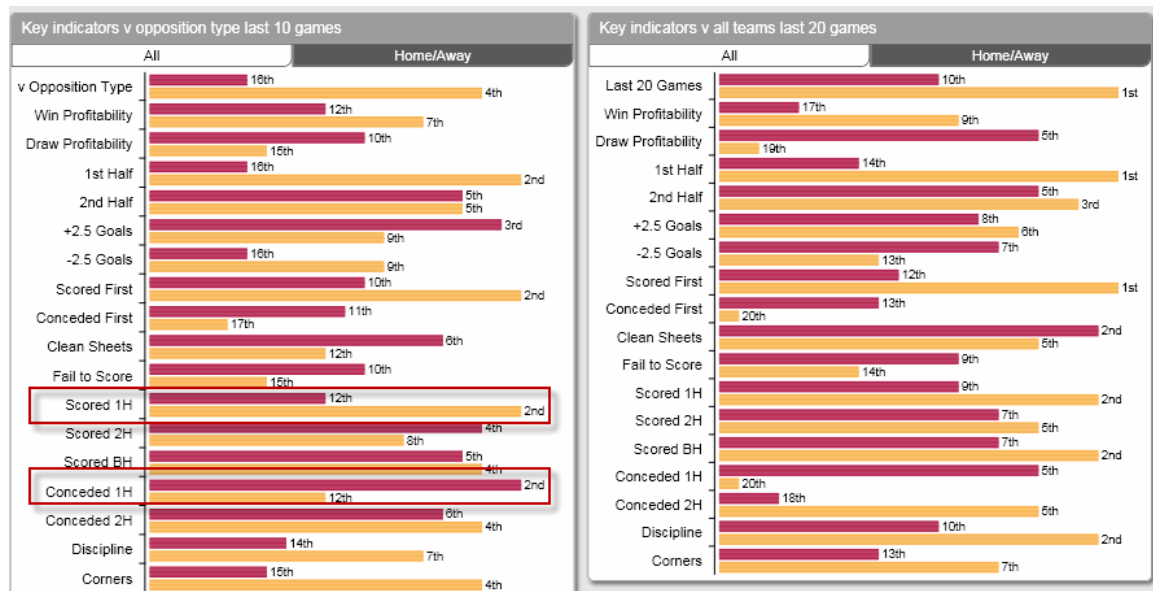
🎬 **Video:** [The Form Tables](#)

ii) Key Indicators

There are two Key Indicator outputs. The first puts the trends into context by comparing how each side's performance against other opposition that are the same type as the team they are set to play. The second table on the right hand side shows the trends for both sides against all opposition types over the last 20 games.

In the example below, Fulham (Red) are currently classed as a bottom-six side while Man City (Orange) are classed as a top-six side. The left hand Key Indicators refer to Fulham's performance against top-six sides (red) and Man City's performance against bottom-six sides (Orange).

You can see that over the last 10 games against bottom-six sides, Man City are ranked 2nd in the league for scoring the 1st half while Fulham are ranked 2nd for conceding in the first half against top-six sides. In summary, there is a very good chance of there being a goal in the first half and Man City taking the early initiative.

Key indicators v opposition type last 10 games		Key indicators v all teams last 20 games	
All	Home/Away	All	Home/Away
v Opposition Type	16th / 4th	Last 20 Games	10th / 1st
Win Profitability	12th / 7th	Win Profitability	17th / 9th
Draw Profitability	10th / 15th	Draw Profitability	19th / 5th
1st Half	16th / 2nd	1st Half	14th / 1st
2nd Half	5th / 5th	2nd Half	5th / 3rd
+2.5 Goals	3rd / 9th	+2.5 Goals	8th / 6th
-2.5 Goals	16th / 9th	-2.5 Goals	13th / 7th
Scored First	10th / 2nd	Scored First	12th / 1st
Conceded First	11th / 17th	Conceded First	20th / 13th
Clean Sheets	6th / 12th	Clean Sheets	2nd / 5th
Fail to Score	10th / 15th	Fail to Score	9th / 14th
Scored 1H	12th / 2nd	Scored 1H	9th / 2nd
Scored 2H	4th / 8th	Scored 2H	7th / 5th
Scored BH	5th / 4th	Scored BH	7th / 2nd
Conceded 1H	2nd / 12th	Conceded 1H	20th / 5th
Conceded 2H	6th / 4th	Conceded 2H	18th / 5th
Discipline	14th / 7th	Discipline	10th / 2nd
Corners	15th / 4th	Corners	13th / 7th

Bet Idea: 1st half betting only. Over 1 goals in the first half @ 1.96

Over/Under +1	→ Hide odds (13)	1.82	1.94	93.8%
Bookmakers ▲	Total	Over ▼	Under ▼	Payout ▼
Ladbrokes Ladbrokes ⊡ ⓘ Ⓑ	+1	1.96	1.90	96.5%
188BET 188bet ⊡ ⓘ Ⓑ	+1	↓ 1.90	↑ 2.00	97.4%
Dafabet Dafabet ⊡ ⓘ Ⓑ	+1	↓ 1.90	↑ 2.00	-
CANBET Canbet ⊡ ⓘ	+1	↑ 1.86	↓ 2.04	97.3%
SBOBET SBOBET ⊡ ⓘ	+1	↑ 1.86	↓ 2.04	97.3%

🎥 **Video:** The Key Indicators

iii) Game Notes

The game notes use an algorithm to scan the trends for any relevant betting ideas. This is an excellent shortcut to finding bets for those without enough time to do their own research or for it to be used as a starting point for your ideas.

The game note for Fulham vs Man City highlights the over 2.5 goals market as a good potential bet.

Game notes

- **+2.5 goals:** Fulham are still searching for their first win this season while Man City have racked up four from four. 11/21 of Fulham's home fixtures since the start of last season have had +2.5 goals as have 7/11 of their games hosting top-three finishers since 2006/07. Man City have scored at least three goals in each of their four games this term and 11 of their last 18 on the road have had +2.5 goals. Further, 5/7 of their recent trips to bottom-half sides have had +2.5 goals.

Bet Idea: Over 2.5 match goals @ 1.92. The bookies give odds of 1.92 on there being over 2.5 goals in the match.

Over/Under +2.5	→ Hide odds (43)		1.83	1.95	94.2%
Bookmakers ▲		Total	Over ▼	Under ▼	Payout ▼
12bet 12BET		+2.5	↑ 1.92	↓ 1.98	97.5%
betCHRONICLE betChronicle		+2.5	↑ 1.91	↓ 1.97	97.0%
Ladbrokes Ladbrokes		+2.5	1.90	1.96	96.5%
PINNACLE Pinnacle Sports		+2.5	↑ 1.90	↓ 2.01	97.7%

For a complete guide to using Form Lab's Game Notes, download our user guide here.

iv) Top 3 match indicators

The top 3 match indicators are similar to the game notes, but tend to provide some very specific betting ideas. These trends are also scored from 1 to 5+ based on the strength of the trend. Ideally you want to be paying the most attention to trends with a score of 3 or above.

The trends highlighted for the Fulham Man City game go beyond typical home/ away type betting and provide bets for Half time only betting or Half time/ Full time double result type predictions. See the getting the best odds video for more details.

Top 3 match indicators

All	Home/Away

Fulham v Man City

1st - Home HT Lose v All (2.86)

2nd - Home Lose/Lose v Top 6 (2.39)

3rd - Home concede first v All (2.24)

1	2	3	4	5 >
Weak		Strong		Very Strong

🎮 **Video:** Using The Game Notes

Putting it into practice:

Here's example of how the Game Notes can be used in combination with the Key indicators to generate profitable betting ideas.

Key Indicators Man City (Red) vs Wigan (orange) 10th September:
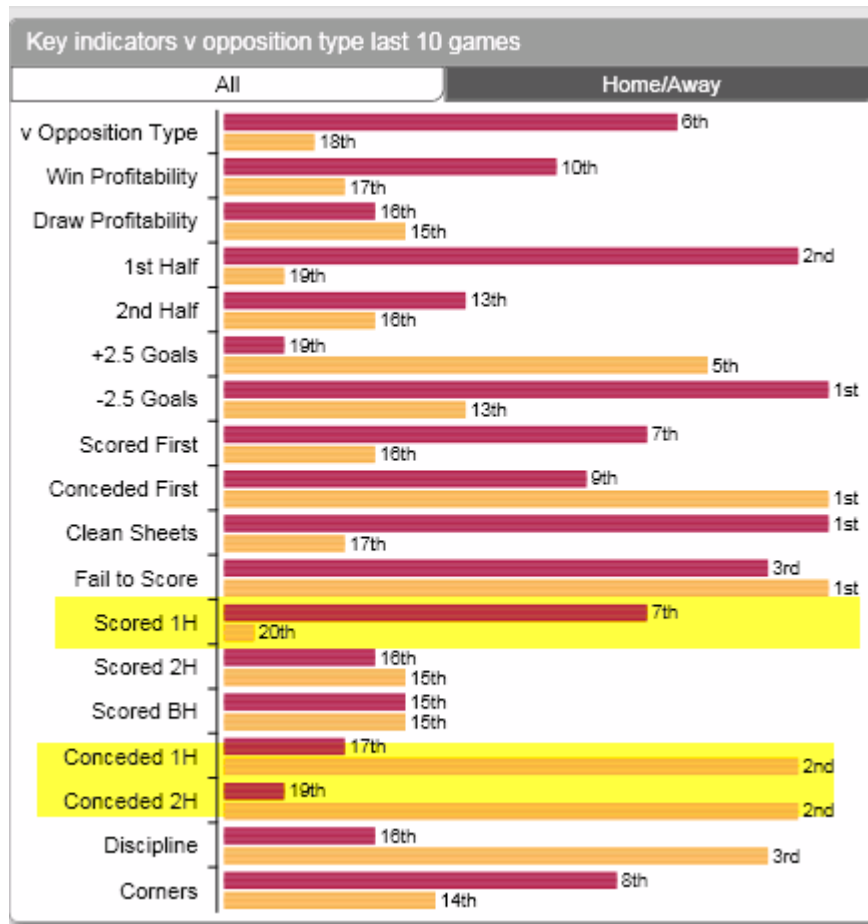
There are some very strong trends showing for the match with Man City ranking strongly in the 1st half performance against teams like Wigan. Wigan on the other hand rank poorly against sides like Man City when it comes to conceding in both halves.

The games notes also picked this up, highlighting the Man City/ Man City Half Time/ Full time market as an area of interest:

Game notes

- **HT/FT:** Man City have won their last six league games and, moreover, have won 10/11 unbeaten home games with eight W/Ws and five wins by three clear goals. Man City have also recorded W/Ws in 12/21 home games against bottom-half opposition. Wigan remain unbeaten this season, but have benefited from a generous fixture list. The visitors have faced the three promoted sides in their opening three league games but they've lost all of their last eight trips to top-three finishers with seven L/Ls and have failed to net in each of their last five.

Man City were the runaway favourites to win the game in 90 minutes, but the average odds of 1.18 were not very attractive.

Soccer » England » Premier League 2011/2012				
10 Sep 2011	1	X	2	B's
15:00 Arsenal - Swansea	1.37	4.40	8.77	40
15:00 Everton - Aston Villa	1.97	3.28	3.82	40
15:00 Manchester City - Wigan	1.18	6.43	14.21	40
15:00 Stoke City - Liverpool	3.41	3.26	2.11	40

However, if as suggested, we turn to the Half Time/ Full time market we could have got odds of 1.70 which is much more attractive.

1X2	AH	O/U	DNB	DC	CS	**Half Time / Full Time**	O/E

Full Time

Manchester City / Manchester City	→ Hide odds (28)	1.51
Bookmakers ▲		Odds ▼
188BET 188bet		1.70
Unibet Unibet		1.67
betsafeXcom Betsafe		1.60
CANBET Canbet		↑ 1.58
SBOBET SBOBET		↑ 1.58
expekt Expekt		1.57
Ladbrokes Ladbrokes		1.57
gamebookers Gamebookers		1.55

> **Bet Idea: Man City to win Half Time and Full Time @ 1.70.**
>
> **Result - Win/ Win!**

Man City lead at Half Time and scored another two unanswered goals in the 2nd half to make the Half Time/ Full time bet a winner.

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FORM LAB PRO: PRE MATCH QUERIES

Pre-match queries allow you to drill down and find any trends not highlighted in the Match Data tab. Using the pre match query you can pose a question and find out the results in the Query output tab.

To make sense of queries, it might help to break them down into four main categories.

i) **Match type queries:** Examine match ups of certain types of teams. E.g. Top six vs Top six in the Premier League - are these games likely to be tight affairs with more games under 2.5 goals? Answer – No, they are more likely to be over 2.5 goals.

ii) **Team queries:** Examine any individual team trends. See below for our recommend Pre Match Team Query Routine.

iii) **Macro queries:** Examine any trends for an entire league or country compared to other countries. E.g. Which league has the most goals per game France or German? Answer – Germany, 55% of all games have over 2.5 goals and 32% of all games have over 3.5 goals. Compare this to France where just 42% of games over 2.5 goals per game and just 21% of matches have over 3.5 goals.

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iv) **Head to Head:** A summary of the results from the matches the last 20 times the two selected teams played each other. E.g. In Scotland, Rangers vs Celtic, Rangers have had the edge, winning 45% of games between the sides, but just 30% when playing away.

🏈 **Video**: [The Head to Head Filter](#)

🏈 **Video**: [Using the Period Filter To Find Opportunities](#)

🏈 **Video**: [Using the Position Filter to Find Opportunities](#)

🏈 **Video**: [Combining the Position & Pre Match Filter to Find opportunities.](#)

Form Lab's Recommend Pre Match team Query Routine.

When analysing a match we tend to run the same queries:

First: Check the last 10 games for the home and away side.

Second: Check the season to date results at home.

Third: Check the home results over a longer period against opposition type. (having checked the league table to ascertain that the team really is a top-six side and can't be dislodged by just one result).

With those three query reports loaded, we look to see if there are certain characteristics about either team – ability to score etc and then use the summary drop down to see what effect scoring in the selected matches, for example, has had on the main markets – high percentage of Over Goals etc. You may be surprised how strong the effect can be for certain teams and therefore how false the price might be based on these circumstances.

Home: Liverpool / Away: Sunderland

form lab **black**

Home:	Liverpool
Away:	Sunderland
13 August 2011 13:00	

Country: England
League: Premier League
Match: Liverpool v Sunderland

Daily Reports | Match Data | Pre-Match Query | In-Play Query | Query Output | Players | Livelogic | Help

Liverpool v Sunderland x | Liverpool v Sunderland x | Liverpool v Sunderland x | Close All

Home: Liverpool — Seasons 09/10-11/12 | v Top Half

Summary — All Results

Played	Full-time W	Full-time D	Full-time L	Half-time W	Half-time D	Half-time L	PPG	GPGF	GPGA
14	10	1	3	7	4	3	2.21	2.00	0.71
%	71	7	21	50	29	21	-	-	-
Odds Conv	1.40	14.00	4.67	2.00	3.50	4.67	-	-	-
P & L	7.5	-10.7	-3.5	-	-	-	-	-	-

Match Outcome | Match Goals | Team Goals | Half-time/Full-time | Asian Handicap | Corners | Bookings

Matches

Season	Match	Home	Pos	F/C Pos	Away	Pos	F/C Pos	Res	Score	HT Res	HT Score
10/11	19	Liverpool	5	6	Spurs	6	5	L	0:2	L	0:1
10/11	16	Liverpool	6	6	Man City	4	3	W	3:0	W	3:0
10/11	15	Liverpool	7	6	Man Utd	1	1	W	3:1	W	2:0
10/11	13	Liverpool	7	6	Stoke	10	13	W	2:0	D	0:0
10/11	10	Liverpool	12	6	Bolton	6	14	W	2:1	L	0:1
10/11	6	Liverpool	16	6	Chelsea	1	2	W	2:0	W	2:0
09/10	19	Liverpool	7	7	Chelsea	1	1	L	0:2	L	0:1
09/10	13	Liverpool	5	7	Everton	9	8	W	1:0	D	0:0
09/10	11	Liverpool	7	7	Spurs	4	4	W	2:0	W	1:0
09/10	8	Liverpool	7	7	Arsenal	4	3	L	1:2	W	1:0
09/10	7	Liverpool	7	7	Man City	6	5	D	2:2	D	0:0
09/10	5	Liverpool	8	7	Man Utd	2	2	W	2:0	D	0:0
09/10	3	Liverpool	7	7	Burnley	10	18	W	4:0	W	2:0
09/10	1	Liverpool	13	7	Stoke	4	11	W	4:0	W	2:0

Away: Sunderland — Seasons 09/10-11/12 | v Top 6

Summary — All Results

Played	Full-time W	Full-time D	Full-time L	Half-time W	Half-time D	Half-time L	PPG	GPGF	GPGA
9	1	2	6	2	1	6	0.56	0.78	2.56
%	11	22	67	22	11	67	-	-	-
Odds Conv	9.00	4.50	1.50	4.50	9.00	1.50	-	-	-
P & L	4.8	1.5	-1.0	-	-	-	-	-	-

Match Outcome | Match Goals | Team Goals | Half-time/Full-time | Asian Handicap | Corners | Bookings

Matches

Season	Match	Away	Pos	F/C Pos	Home	Pos	F/C Pos	Res	Score	HT Res	HT Score
10/11	16	Sunderland	11	10	Man City	4	3	L	0:5	L	0:2
10/11	15	Sunderland	8	10	Arsenal	2	4	D	0:0	D	0:0
10/11	10	Sunderland	6	10	Man Utd	1	1	L	0:2	L	0:1
10/11	7	Sunderland	9	10	Chelsea	1	2	W	3:0	W	1:0
09/10	16	Sunderland	13	13	Liverpool	6	7	L	0:3	L	0:2
09/10	14	Sunderland	13	13	Arsenal	3	3	L	0:2	L	0:1
09/10	11	Sunderland	11	13	Chelsea	1	1	L	2:7	L	0:4
09/10	6	Sunderland	8	13	Spurs	5	4	L	0:2	L	0:1
09/10	4	Sunderland	8	13	Man Utd	1	2	D	2:2	W	1:0

Video: Form Lab's Recommended Pre Match Routine.

Example longer term team query: Everton's Pre Christmas blues

On Sept 10th, the pre match game notes for the Everton vs Aston Villa game threw up an Everton win as an interesting betting idea.

> **Game notes**
>
> - **Match outcome:** Everton have won 8/11 home matches and they have also been successful in 4/4 games hosting top-half opposition. Aston Villa have won just 4/20 on the road since the start of last season and they have been defeated in 6/10 trips to top-half sides with four L/Ls.

This is a good example of how queries can be used to double check any shorter term trends against any longer term biases a team might have.

There is one trait that Everton have displayed in recent years that may have put you off taking this particular bet, or at least adding some draw cover with a Draw No bet.

Seasonality

Over the past few seasons, Everton have had a particularly strong seasonal bias to perform better in the 2nd half of the season.

Here are the results from backing Everton between August and December since 2006/07.

Home: Everton

| | | | | | | | | | Seasons 06/07-11/12 \| Months Aug-Dec |

Summary							All Results	All Results		

	Full-time			Half-time					
Played	W	D	L	W	D	L	PPG	GPGF	GPGA
102	37	33	32	31	45	26	1.41	1.36	1.22
%	36	32	31	30	44	25	-	-	-
Odds Conv	2.76	3.09	3.19	3.29	2.27	3.92	-	-	-
P & L	-12.2	14.9	-13.4	-	-	-	-	-	-

Match Outcome | Match Goals | Team Goals | Half-time/Full-time | Asian Handicap | Corners | Bookings

Everton win just 36% of their games and draw 32% of them. In fact you could have made a decent profit backing the draw during this period.

By contrast, the image below shows you Everton's performance From January onwards:

Summary							All Results	All Results		

	Full-time			Half-time					
Played	W	D	L	W	D	L	PPG	GPGF	GPGA
91	44	29	18	31	45	15	1.77	1.51	0.87
%	48	32	20	34	49	16	-	-	-
Odds Conv	2.07	3.14	5.06	2.94	2.02	6.07	-	-	-
P & L	6.2	7.4	-49.0	-	-	-	-	-	-

Match Outcome | Match Goals | Team Goals | Half-time/Full-time | Asian Handicap | Corners | Bookings

The draw ratio remains stable, but they manage to win 48% of their matches post Christmas.

Taking this into account, you might have at least backed Everton with a Draw No Bet, which turned out to be prudent with Everton drawing the game 2-2.

Macro queries:

Here are some bigger picture trends to whet your appetite:

Time of the season can cause big shifts in the number of goals. This is particularly true in the Netherlands. After the return from the Winter Break goals historically fall in the Eredivisie while the final few games see a marked increase.

- In January and February since 2006/07 (326 matches) +2.5 goals = 52% while +3.5 goals = 30%, while in the final two home games of the season (180 games) +2.5 goals = 60% and +3.5 = 43%.

While the majority of leagues see some sort of **increase in the number of goals being scored at the end of the season**, both League One and League Two tend to see a decline in certain match-ups.

- Since 2006/07, matches between two bottom-half teams have seen +2.5 goals in 52% of games in the first 10 home matches of the season, compared with just 44% in the final three home games. Similarly all-top-half matches have decreased from 52% to 46%.

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Promoted teams in France tend to weaken over the course of the season.

- Since 2006/07 promoted teams have won 35% and lost 37% of their opening five home matches in Ligue 1, while in their final five they've won only 20% and lost 40%. Further, a comparison between the first half of the season and the second half shows promoted teams win rate at home dropping from 36% to 29%.

All-middle-third team clashes in Ireland have seen an **increase in goals in the second half of the season,** and have also seen an increase in the percentage of goals coming after half-time.

- Since 2006/07 middle-third teams hosting middle-third teams in the first half of the season have had +2.5 goals in 38% of matches compared to 52% in the second half of the year, while the percentage of these matches where the second half has been the highest scoring half has increased from 36% to 47% in the second half of the season.

Long home winning streaks in League Two can be tough to maintain and are often more to do with the quality of opposition faced than the quality of the home team.

- In League Two teams that have won three consecutive home games have won 47% of their next home matches, while teams with streaks of four and five home wins have won 45% and 48% of their next home matches respectively, as a longer streak hasn't meant an increased win rate. Further, there are only 21 cases of streaks of five home wins and of the 10 (48%) subsequent wins eight came in the eight matches that were against teams that finished in the bottom eight; without these the sample would be a less than impressive W2-D6-L5.

The information Panel

The information panel on the Pre-Match query page also contain some very important information. For example, you can see how consistent a team is by comparing their current league position with that of recent seasons and therefore how reliable their results are likely to be. Also look to see how long the manager has been in charge and therefore by generating the matches pre and post appointment see what effect he may be having not just in terms of results but the manner in which his team performs – higher scoring, defensive away etc. Often that sort of detail, especially in lower leagues, will not be priced into the market.

Information

Manager Tom Freddy Aune

17 games managed in current league since 01/01/2010

Current league position

9th [Bottom Half]

League position last 5 seasons

8th-8th-2nd-14th-Prom

Form

	LG	L3G	L5G
H	W	W-L-W	W-L-W-L-D
All	L	L-W-L	L-W-L-W-W

Since Last

	W	D	L
H	0	4	1
All	1	7	0

Current Streak Won 1

On A Streak

A team has won its last five home games and the market has reacted accordingly – but in certain leagues, especially lower ones, it's very hard to sustain a run or it may be that the team in question has been favoured by the fixture list. Find out what the team's prior performance has been when on such a run or, if the sample is too small, how similar teams have done when in such form. Simply highlight the current streak in the Form panel, select All Teams Home or Away, add a position or opposition type if you wish, and run the query. The run will come to an end sometime and using the software can often help you to find when that is likely to be.

🎲 FORM LAB MAX: DAILY REPORTS

This review has been put together to highlight the most successful areas of the Daily Reports published by the analysts at Football Form Labs. You can use these findings to help optimise your use of the recommendations and the way you use the software to find your own betting opportunities.

You can find more strategies and ideas on how to get the best out of Football Form Lab within the 'Strategies' tab.

If you have a question about how to use Form Lab or would like to request a strategy to be researched, please do get in touch via support@footballformlabs.com

If you are not yet member, you can get started with a 14 day free trial today

Strategy Summary:

This is a review of results since the start of the 2010/11 season when Football Form Labs started posting recommendations.

First Published August 2013

Weekly Long Term Recommendations:

These are powered by analysis of form, fixture strength, and historical results of teams in similar position. Since 2010/11 they have consistently been in profit for all winter and summer seasons with a total profit of 48.1 points at a ROI of 27%. From £10 unit stakes that would mean a profit of £481 and it look likely to return similar levels of profit for the summer 2013 season.

Long Term Results

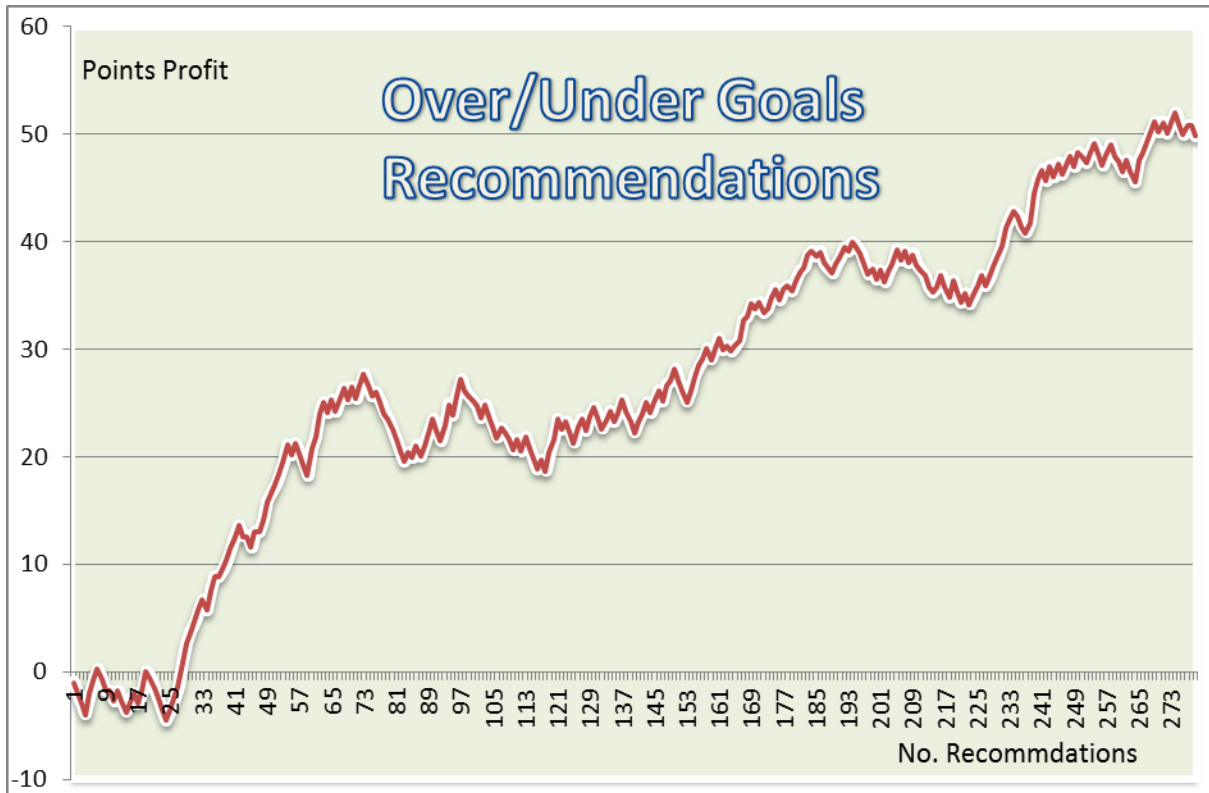| Season	Winter/Summer	Staked Pts Recommended	Return	ROI
All	**All**	**176.8**	**48.1**	**27.2%**
2010/11	Winter	53	19.2	36%
2011	Summer	16.8	11.7	69%
2011/12	Winter	55	9.5	17%
2012	Summer	10	2.6	26%
2012/13	Winter	42	5.1	12%
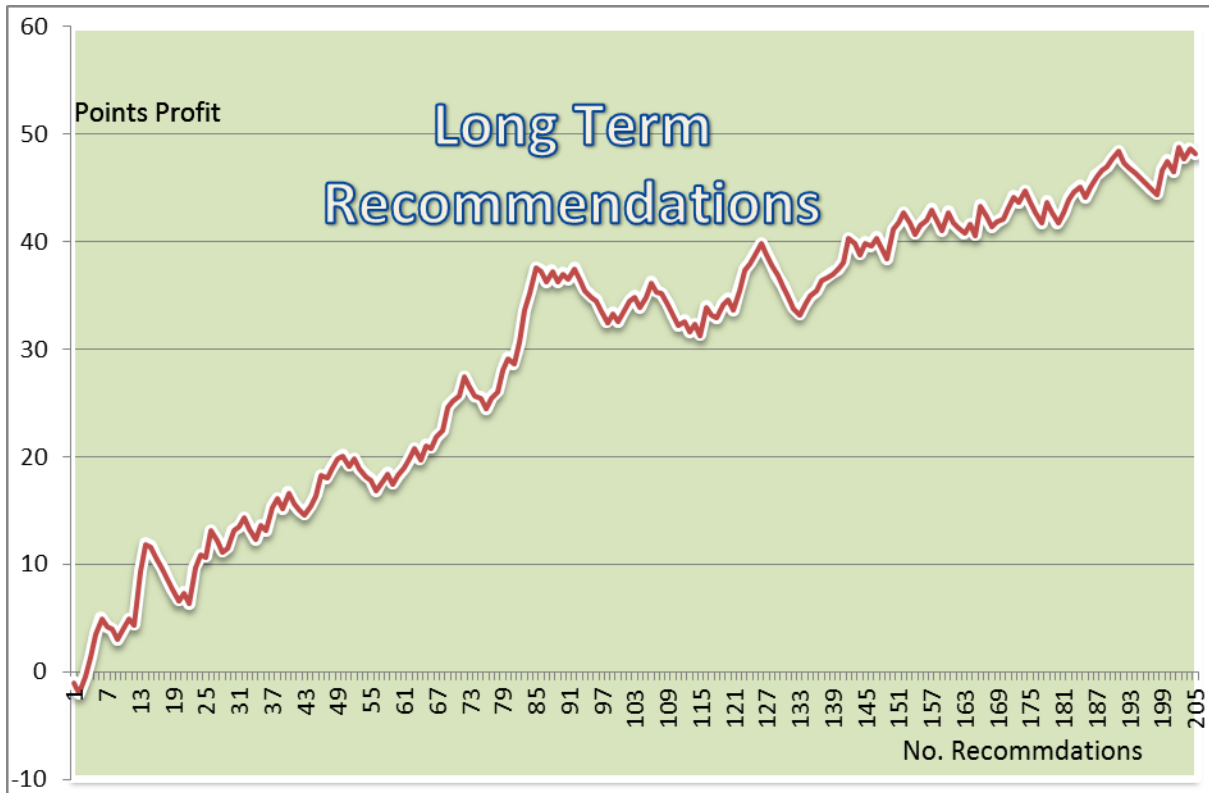
Over/Under Goals Recommendations:

Across the Big 5 leagues the profit on these recommendations has been 49.8 points since the start of the 2010/11 season at an ROI of 19.6%. These recommendations are based on analysis using the Form Labs software across a range of data, for example how a team has done against bottom-six teams or when in poor form or at certain times of the season. We also make use of all-team stats to see how larger sample sizes compare to individual teams and look at player stats to assess the impact of key missing players. All this is done using the Form Labs software which is available to subscribers on 50 different leagues.

Over/Under Goals Results

Season	Pts Recommended	Return	ROI
All	**254.8**	**49.8**	**20%**
2012/13	54.5	14.7	27%
2011/12	105.3	9.0	9%
2010/11	95.0	26.2	28%
Premier League	87.8	-5.2	-6%
La Liga	52.5	19.0	36%
Bundesliga	30.5	5.3	17%
Serie A	44.0	25.5	58%
Ligue 1	40.0	5.2	13%
Overs	209.5	37.2	18%
Unders	45.3	12.7	28%

Over/Under Goals Recommendations

Points Profit

No. Recommdations

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FORM LAB MAX: TOP TIPS FOR GETTING STARTED

How much time will you spend each week looking for bets?

Once you understand a league and the strengths and weaknesses of its respective teams, then you should allow about an hour per league each week to work out your bets. Most of that hour would be spent running queries and the rest on finding out if there is any significant news that may persuade you not to execute a certain transaction. If your time is very limited then this software is probably not for you. However if you do have the time and patience, then it will become the profitable betting tool that it has been for us and many other subscribers.

Am I interested in just certain leagues?

There is certainly an advantage if you know what is going on in a particular league and therefore it's no surprise that the Big Leagues attract the most betting and are the most price efficient. The software can help you to find value in the subsidiary markets or alternatively give you confidence to trade in lower leagues where there is likely to be value. Our most profitable leagues tend to be inefficiently priced, such as the Summer leagues.

Will I specialise in certain markets?

We see the markets as being either outcome or goals based. If you specialise in one or the other then what you look for will differ. For example, outcome bettors should be looking at how the game may develop, does Team A have a particularly good record against the type of opposition they are about to play? Are they a team that have patches of form good or bad and what effect does that have on their results? Do they win matches in a particular way? Or conversely what effect does it have on their performances if their opponents struggle to keep a clean sheet or rarely fail to score.

Those looking at goals based opportunities are looking for match-ups where there are likely to be goals or not from the two teams in question and what effect, for example, there may be on the market if a goal is scored in the first half; or team A scores/concedes. This is using the software to find points of commonality with teams rather than difference.

Am I a short term or long term bettor?

Long term bettors are classified as those who use the software to find a profitable strategy and then follow it. Then they find out which matches it applies to and run queries to see if the strategy is good for the team or teams in question.

We classify short term bettors as those looking for bets on specific matches and therefore use the software to identify those opportunities or, perhaps, to support their own view on a match.

Once you have made these decisions, and there is no reason why you can't do it all if you have the time, then your analysis will be more focused.

These are just a few suggestions for using the software and very quickly you'll be looking at your own strategies and theories and just as quickly you'll start to see the benefits.

As a subscriber you will receive regular guidance via webinars and emails.

In the meantime, if you have any queries, please feel free to contact us at support@footballformlabs.com