

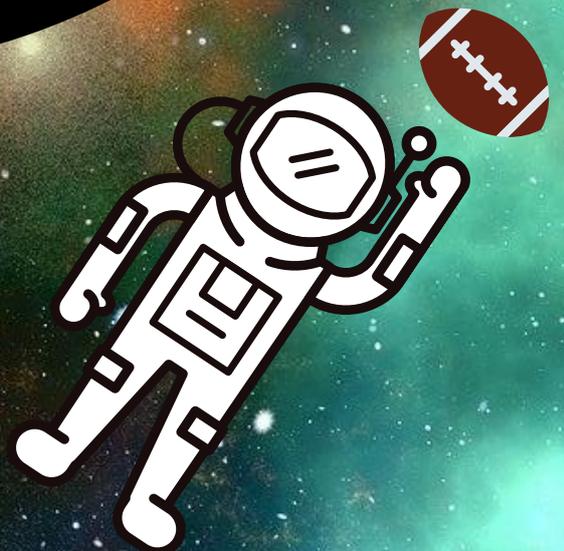


RUSS YERSON'S

NFL SPACE CABETS 20/21



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WELCOME TEAM!



I'm a real sports lover (no surprise there!) and I've also been lucky enough to have worked in the sports betting industry for 15 years, which has included time spent at some of the top bookies in the UK. Now I want to take that knowledge and use it to help you, the bettor, rather than my former bosses!

As an industry expert, I've also appeared on a number of TV and radio channels including talkSPORT, Bloomberg and Reuters TV where I've spoken about sports betting, previewed some of the top events and shared some industry insights...

This means I'm pretty comfortable in front of a camera and so you'll likely encounter my mug on various tipping videos over the next few years!

These days I'm all about using knowledge, insight and understanding of betting on particular sports to make money. This takes a lot of time and analysis, as the first rule of betting clever is bet when you see an edge and where the price doesn't match the one you expected it to be. It's all well and good just going after winners but if you're backing true 2/1 shots at odds on then you're going to lose in the long term. It's all about value and that means looking for winners who are also great prices!

My main speciality is American football. I'm a big fan of the sport and put in plenty of hours of research (I've also been to every one of the NFL London games over the years).

With good preparation and analysis, we can get an edge in this sport and we'll look to start exploiting that edge this season with the following selection of ante-post bets.

I hope you enjoy the read and of course the coming NFL season!

All the best,

Russel Yershon

Russel Yershon

SUPER BOWL WINNER 20/21

Kansas City Chiefs won the Super Bowl last year and have now tied down young superstar quarter back Patrick Mahomes to a long-term deal which is great news for them. Mahomes was superb last season as the Chiefs dominated their AFC West division winning 12 of their regular season matches.

After Tennessee Titans caused a shock by winning at Baltimore, this gave the Chiefs home field advantage in the AFC Championship and, after a 35-24 win, they went onto the Super Bowl and their class shone through as they beat 49ers 31-20.

With no pre-season matches, I expect Kansas City Chiefs to hit the ground running given the key players from last season are retained and, with no real sign of improvement from their divisional rivals, you could well see Kansas City taking the number one spot in AFC meaning the 13/2 on offer will be a lot shorter come the start of the play-offs.

Looking at the key weapons on offence for Mahomes, there is no one better at tight end than Travis Kelce. With Tyreek Hill in the wide receiver slot, they also have one of the most consistent players in the league. In addition, Sammy Watkins became an important player for the Chiefs in the wide receiver position as the season went on and he can improve on his number of touchdown contributions this season.

One further offensive key could be the rookie Clyde Edwards-Helaire who joins Kansas City Chiefs at running back and the anticipation is he will set the NFL on fire.

Defensively the Chiefs can improve on last season which could be ominous for the rivals looking to take their scalp.

One further note is coach Reid. Andy Reid performed miracles at Philadelphia Eagles to maintain them as a play-off team and the move to Kansas City has only furthered his credentials as one of the best coaches in the game both as a tactician and as a man manager. Andy Reid will ensure the Chiefs don't rest on last season's success and strive for another championship.

I would have Kansas City Chiefs quite a bit shorter in price to retain the Super Bowl given they are likely to be one or two seed so, starting the play-offs in January, expect them to be around the 5/2 mark. This does give a massive possibility to hedge for a guaranteed profit if you want to.



**TIP: KANSAS CITY CHIEFS
13/2 (7.5) BET VICTOR OR
6/ (7.0) GENERALLY**

Dallas Cowboys have needed a new coach for a while in my opinion and in Mike McCarthy they now have a top coach who knows how to win. McCarthy led Green Bay Packers to victory in 2011 with a win over Pittsburgh Steelers and can roll back the years by leading this Dallas Cowboys team to success this year.

Dak Prescott is a good quarter back and can improve this year under better management and key running back Ezekiel Elliott is set for a top year after a new deal.

After adding a high-class wide receiver last year in Amari Cooper, Cowboys now have a top target to score plenty of touchdowns.

Defensively there are signs of improvement and protecting Dak is also key to ensuring they fulfil their potential this season.

The aim for Cowboy is firstly to win the division and this is achievable given the weakness in other teams, plus the changes mentioned above. Once in the play-offs, having a coach who knows how to win can give the Cowboys the edge, especially if they can get fans back in the stadium to make home advantage count.



**OUTSIDER TIP: DALLAS COWBOYS
16/1 (17.0) GENERALLY**

AFC EAST WINNER

After years of owning the AFC East can this be the year that New England Patriots fail to win the division? New England are Tom Brady-less and with Cam Newton in to replace the Hall of Fame quarter back, there are big shoes to fill.

The Buffalo Bills reached the play-offs last year and can build on this success by winning the AFC East. With a top defence and Josh Allen improving all the time at quarter back, the Bills can deliver a shift change. The recruitment of Stefon Diggs is significant as he can add another weapon on offence which can help Allen.



**TIP: BUFFALO BILLS
5/4 (2.25) GENERALLY**

AFC SOUTH WINNER

The AFC West is as competitive as ever and Indianapolis Colts are the favourites at 13/10 to win the division for the first time since 2014. The signing of Phillip Rivers and defensive lineman DeForest Buckner does improve the Colts however I don't believe they can deliver this divisional title.

The team who have arguably the best running back in the division and caused a huge shock in the play-offs last year can win the title this year and that's the Titans. Their running back Derrick Henry can be the difference this season along with a strong defensive line and quarter back Ryan Tannehill.



**TIP: TENNESSEE TITANS
7/4 (2.75) SKYBET,
SPORT NATION**

NFC EAST

Another competitive division is the NFC East and we're with the favourites, Dallas Cowboys.

At a shade of odds on they look value with a new and proven coach who knows how to win. Mike McCarthy is exactly what that team needs as they have a few superstars but need the right type of coach to take them deep into the play-offs.

With Amari Cooper ready to continue his good form and Prescott at quarter back needing more guidance, they can finish ahead of likely challengers Philadelphia Eagles.



**TIP: DALLAS COWBOYS
5/6 (1.83) GENERALLY**

NFC NORTH

Minnesota Vikings can take the NFC North division this season as I expect them to improve on their last campaign and also see a regression in Green Bay Packers this year.

Kirk Cousins is showing good arm strength and with Dalvin Cook and Adam Thielen as their main weapons, they can put up a good number of points per game.

Defensively Minnesota were strong last year and if they can repeat this for the coming season, they can take top spot.



**TIP: MINNESOTA VIKINGS
13/8 WITH PADDY POWER**

MOST REGULAR SEASON PASSING YARDS

The top quarter backs in the NFL unsurprisingly head the market here and Patrick Mahomes leads the way as favourite at 9/2. It's not surprising to see Mahomes as the most likely winner as, given the division he is in, points should be easy to come by and passing yards very high. However, 9/2 does feel a little short to me.

Looking at the previous winners, it pays to go with a quarter back that is likely to have a good selection of top wide receivers and sees the passing game more valuable to them than the running game.

At 10/1 we're putting up the Hall of Fame quarter back Tom Brady. With a great set of wide receivers and the fact that Jameis Winston won this with Tampa Bay last year, Brady can once again capture this title.



**TIP: TOM BRADY
10/1 (11.0) BETFRED OR
9/1 (10.0) GENERALLY**



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