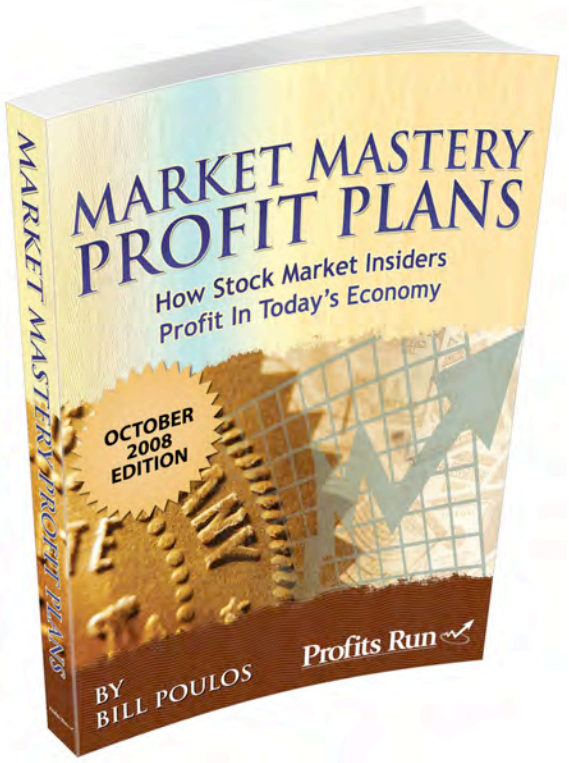
Market Mastery Profit Plans



URGENT: You hold in your hands one of the most important special reports I've ever written since I began teaching individuals to trade back in 2001.

The world as we know it has been changing dramatically in recent years, and this massive change is causing confusion and grave concern for many traders.

Conflicting, contradictory, and flat out bad advice from so-called Financial Media "Stars" is not helping the situation, either.

Traders from all around the world have been feeding me a steady diet of questions over the years, and they seem to be getting more and more concerned about what the future holds. Many people just like you are just trying to ***survive*** in today's markets, and they don't know what to do.

That's what drove me to write this report. In it, I reveal 5 "profit plans" I believe every trader should immediately implement as the foundation for whatever trading method they decide to use. If more people traded in line with these plans, not only do I think more traders would be surviving today's markets, I think they'd be ***prospering***.

What you are about to read is more valuable to you than what you will find in many trading courses that you'd have to ***pay*** for. This is a **HUGE** report. Take your time to read it all.

Good Trading,

Bill Poulos

p.s. Make sure you watch all the supporting videos that go with this report. I tell you how to access them later in the report.

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PLEASE PRINT THIS REPORT NOW!

Please take a few seconds and print this entire report right now. Here's why:

- When you print this report out, the chances that you'll actually read it and learn something new about trading the stock market will increase dramatically. I have a collection of digital reports on my computer, and the only ones I've read all the way through are the ones I've printed out.

- When you print this report out, you can read it anywhere in your house (or on the road, for that matter). I love my family, but my office is smack dab in the middle of the house, so it's a high traffic area. Sometimes the only way I can get a solid chunk of time to read something I find online is if I print it out and take it somewhere else in the house.

- There is an activity in this report that requires you to answer some questions. The impact of this activity will be much greater if you actually get out a pencil or pen and actually write on this report. I highly recommend you spend a few moments completing this activity. Your future could depend on it.

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Stock Market "Insiders" & Their Uncommon Approach To Profits

Dear Trader,

The information you are about to read has the potential to dramatically change the way you trade the stock market forever. And it even has the potential to change your life. That might sound like an exaggeration, but the potential is real. But I can't do it for you. The best I can hope to do is give you as much guidance and direction as possible to inspire you to take action on making positive changes in how you trade the markets that help you get closer to your own goals.

This report should also dramatically accelerate your learning curve. What will take you minutes and hours to learn, took me years and decades to discover. The ideas presented in this report come from the culmination of my life's work in the markets.

If you're not familiar with me, or my company, Profits Run, let me give you a quick background so you know who you're dealing with. I've been trading the markets since 1974, and I've been teaching thousands of students around the world what it takes to succeed in the markets since 2001. So some people think of me as a "grizzled" trading veteran because I've seen so much over the past 3 decades. Sure, I've scraped my knees and have been through a few bumps and bruises over the years, but I see myself as a filter for you, or someone who has

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the ability to sift through all the junk and noise that's out there and tell it to you like it is.

So, I may come across a little harsh in this report, but I don't believe in sugar-coating anything or giving you false hopes of success. I want to give you the facts, like 'em or not, so you're empowered to take action and make positive decisions on how to succeed in the stock market.

You can thank my current students and readers for this report, because they're the ones who really push me and inspire me to continue to create new training material. Every day I spend a few hours answering email questions, and I have a special file where I keep the most common questions and concerns I receive. When I start to see a pattern emerge, then I know it's time to create new material to address whatever the growing concern happens to be.

In this case, it's the current state of the economy and the world, for that matter. There's a lot of scary stuff going on right now, and if you make it a habit to listen to the media and read the newspaper, you might have a hard time justifying even getting out bed in the morning.

So recently, the kinds of questions I've been receiving have been around:

- Should I wait to make any trading decisions until after the U.S. Presidential election?
- How should I be trading in light of the current state of the U.S. Dollar?
- What about the deficit? How will that impact my portfolio?

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- A well-known Financial Media Star is telling me to buy here and sell there, but every time I do that, he's wrong! What should I do?
- Etc. etc. etc.

I think you get the picture. There's a lot of concern around how to not only survive in the markets in today's economy, but how to PROSPER.

So what I did was take a look at all the different approaches to trading that I've been exposed to, and then I made a sort of "survival guide" of "profit plans" that anyone can use to craft their own trading "toolkit" that they can use to pull as much profit potential as possible out of the stock market.

After a lot of thought and reflection, I came up with five such "profit plans". When used collectively, I believe these five plans form one of the best foundations you'll ever find for creating lasting success in the markets. And I designed this report specifically as a sort of road map that you can use to tailor your trading routine to how you like to trade.

You see, not all traders should trade exactly the same way. Everybody's different. That's why I like to educate my students as much as possible to think for themselves. One of my ultimate goals for my students, and for you, is to NOT need my guidance any more. When that happens, then I know I've done my job and given you all the tools you need to create your own success stories in the markets.

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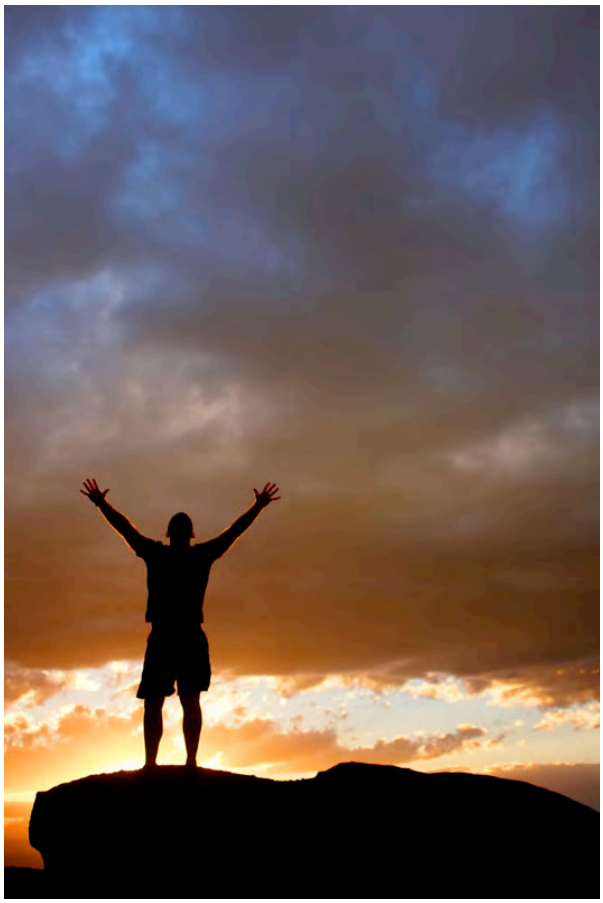
Now, I've been told that that kind of mindset is a bad business decision, and that what I should be doing is creating mysterious, proprietary "black box" systems that require you to come crawling back to me every day for your next "dose" of "stock picks". Well, as you'll soon find out, I just don't believe in that kind of stuff.

If you have an open mind and are willing to create some positive changes in your overall approach to trading, let's get started. If you haven't printed this report out yet, please do so. I also encourage you to take notes and to highlight portions that you find especially interesting.

So while the bad news is that, indeed, there are many economic problems in the world, the good news is that ultimately, that doesn't matter as far as your profit potential in the markets is concerned… IF you know how to take advantage of certain factors in the markets that you're about to discover.

Profit Plan #1: Become an Independent Trader



When it comes to trading the markets, I find there are two types of traders. And the type of trader you are could drastically impact the amount of money you make in the markets… it could even forever determine, in part, what the rest of your life looks like, how much longer you work a regular job, where you go on vacation (and how often), where you live, and even your overall health.

That may sound like an exaggeration, but if you plan on supplementing or replacing your current income with stock trading, then I think you'll find those statements above are quite accurate. Here's why…

You're probably well aware at this stage in your life that anything that

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requires almost little or no effort produces limited, temporary, or nonexistent results. And that anything that requires you to think for yourself produces lasting, ongoing, and perhaps even permanent results.

This is especially true when it comes to trading the stock market.

Over the years, I've observed that there are two types of "traders". Now, I realize these are generalizations, but they illustrate two very common mindsets. Which one are you?

The Dependent Trader: This type of person is usually looking for the easy way out, looking to make a quick buck, or wants to strike it rich. They think it's possible to "follow the crowd", blindly place trades pumped out by a system that "can't lose", and quit their job. The bottom line is that this type of trader is dependent on someone else for their financial success – forever, for life. Yes, The Dependent Trader can be successful with this attitude, but I believe the odds of success are low (probably around 5%).

The Independent Trader: This type of person wants to have as much control of their financial destiny as possible. They understand that when they know how the markets work, they're empowered to place informed trades *without* having to rely on someone else. Someone who is an Independent Trader knows they are maximizing their odds of success in the markets, which can make their financial and lifelong dreams come true that much more quickly. The bottom line is that this type of trader holds the keys to the kingdom, and has control of their financial future for their entire life, no matter what happens.

If you think you might have a little of the Dependent Trader mentality in you, that's OK. I understand, because you are not alone. It's only natural. But when you learn to break out of that mindset and move toward becoming an Independent Trader, everything can begin to change.

That's why one of my goals with this report is to help make you an Independent Trader. Will this report alone do it? No, of course not. However, it should give you a "fast track" toward discovering the right way to trade the stock market for you.

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OK, so you can tell that I believe it is far better to be an Independent Trader than a Dependent Trader. This is primarily because the Independent Trader armed with good trading methods, risk management, and discipline has a much greater likelihood of achieving consistent profitability than does the Dependent Trader who is always at the mercy of someone else's recommendations. Let's look at some real world stock charts to help support this point.

Here is a typical scenario that plays out in the markets over and over again that is particularly harmful to the Dependent Trader.

The prevailing view of the Financial Media Stars, back in April, 2008 might have been that the financial-related stocks (including the bank stocks) have bottomed out and are on their way up and that the worst is over for these companies. And so blasting over the airwaves are almost emotional appeals to "Buy, Buy, Buy!" the bank stocks including Citicorp (See Figure 1).

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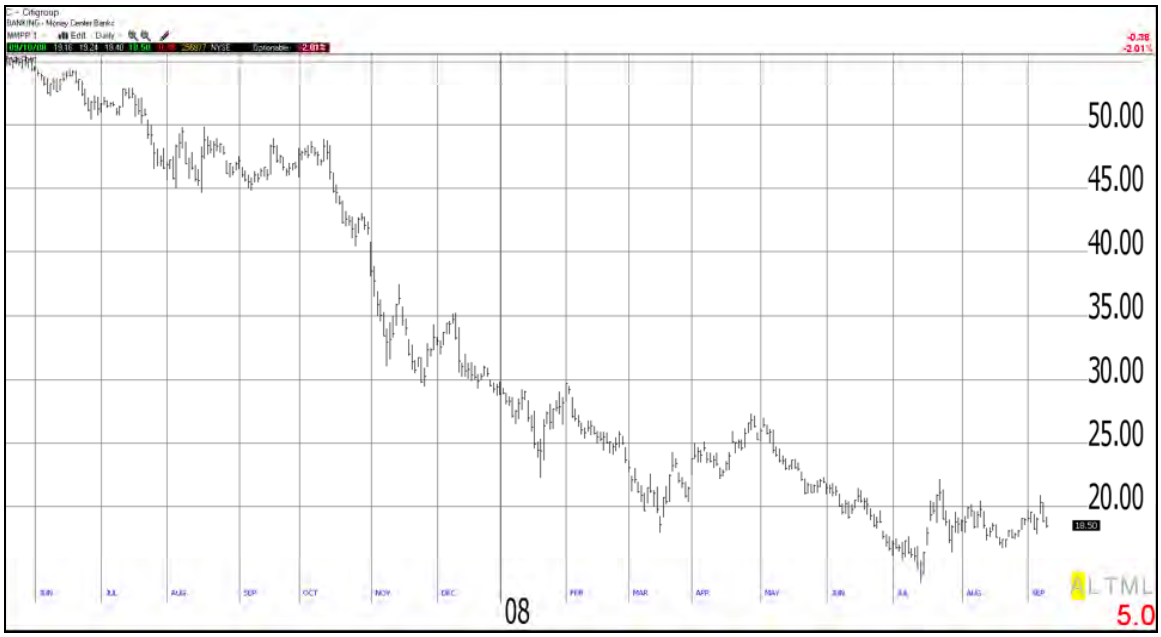

Figure 1 - Citicorp

And you can see on the chart of Citicorp, a bottom had been made in March, 2008 and the market was indeed turning up from that bottom after having fallen by more than 65% since the June, 2007 highs. After a drop like that, it seemed like a good place to buy, indeed, particularly as the market began to trade higher for the next several weeks.

But even if this was a good place to buy, there are a number of problems with trading this way. For example:

- How much should I put into this trade?
- What is my initial risk?
- How do I know when I should get out if the trade goes against me?
- If it goes in my favor, how long should I hold my position?
- When do I take profits?

Also, the Financial Media Star who is recommending the buy might be generally correct on the probability that at some point the bank stocks will stop going down, will stabilize, and then start going up. But his timing could be off by a few weeks to a few months, which can do great damage to the Dependent Trader's account during that time. And even if the Financial Media Star is correct on his timing, he still does not tell you how much to risk, how to protect against loss and how and when to exit the trade (except oftentimes after the damage has been done).

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Now on this recommendation, Citicorp initially moved up a few dollars but then abruptly stopped in its tracks and began a long slide down, dropping another 50% from the April, 2008 highs to the July, 2008 lows. At that point, it was obvious to one and all that buying in April was not a good thing to do. And right about at that time, in the midst of the July lows, what did the Financial Media Star do? He through in the towel on the financial stocks including Citicorp and said, "Sell, Sell, Sell!"

But it was too late - the damage had been done. Furthermore, as of this writing, the July lows have held and Citicorp is now up over 30% since the "Sell, Sell, Sell!" cry. So the cry by the media to "Buy, Buy, Buy" Citicorp was too early, and the cry to "Sell, Sell, Sell" came only after a drop of 50% from the April 2008 highs; of course, much too late.

And how do you think the Dependent Trader who followed that advice now feels about trading? Not too good. And what impact will that experience have on future trading and the ability to maintain an objective view of the markets to take advantage of the great opportunities that are always present in the markets? Certainly not a positive impact.

Now, the story is not complete. That same Financial Media Star who threw in the towel on the financials at the July, 2008 lows also recommended shifting money into the silver mining companies, as those stocks had fallen over 25% since the March, 2008 highs and were on the way back up in July (See Figure 2, GDX , Market Vectors Gold and Silver Miners Exchange Traded Fund).

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Well again, the cry was to "Buy, Buy, Buy" with no guidance on how much to buy, how to protect the position against loss, how and when to exit at a profit. But simply to buy!

If you refer to Figure 2, the chart of GDX, you will readily see that the market not only did not go up from the July, 2008 buy recommendation; instead, it collapsed and is still headed lower as of this writing - falling over 40% from the July, 2008 highs.

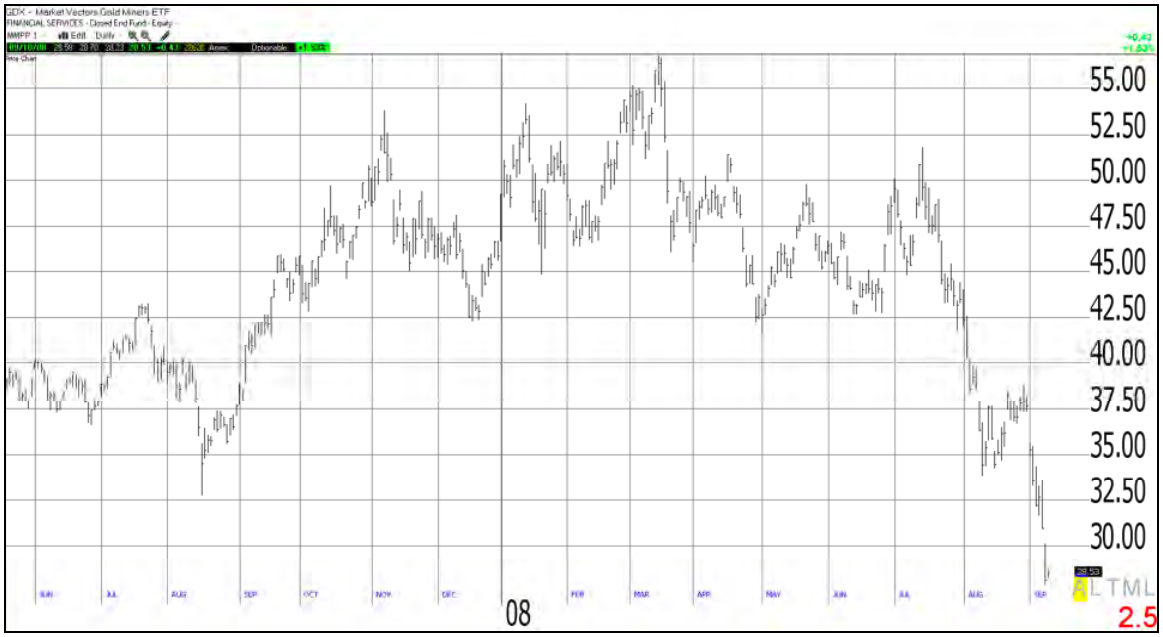

Figure 2 - GDX

Will the silver and gold mining stocks be a buy at some point? Yes. But I believe a good trading method is needed to make that determination. And a good trading method may well have set up for a long position in the silver mining stocks back in July, 2008 as well, but such a method would also prescribe how much to risk, and how to protect the position to limit loss. It also would have exited the trade with a probable loss, but a small loss, and consequently have avoided the precipitous drop that ensued and is still going on.

Right about, now, the Financial Media Star is almost speechless. But I believe that is only temporary. The media will press on with new and never ending recommendations that the Dependent Trader, who has not learned from this painful experience, will be prone to follow, thereby repeating this unhappy scenario over and over again.

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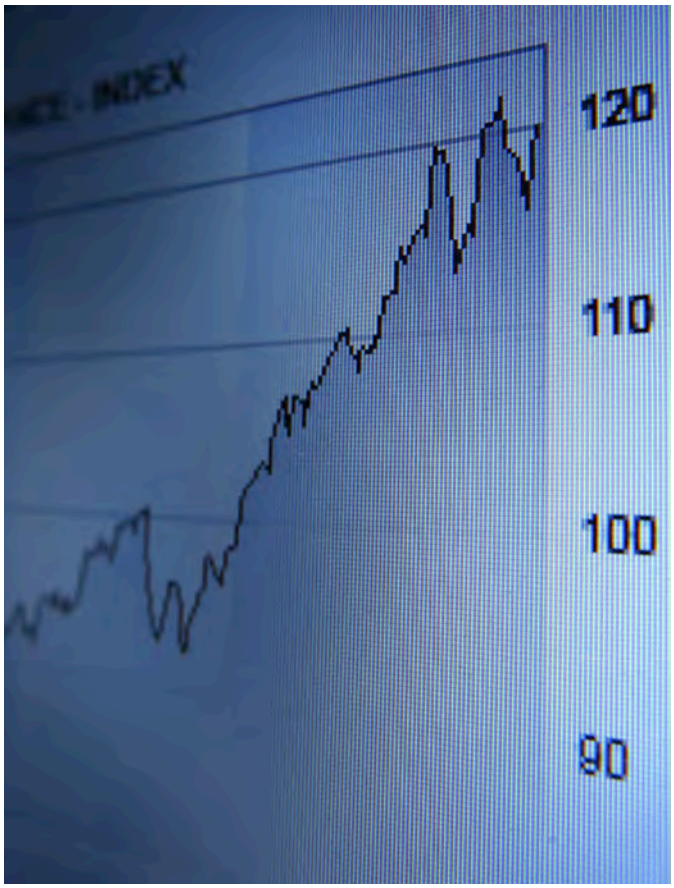
Now, I am not faulting the Financial Media Star for being wrong on these recommendations - no one can get it right all of the time. But I am faulting the Dependent Trader for following these recommendations with little forethought of the risk-reward implications of following these recommendations and how the trades once entered into will be managed.



Enter the Independent Trader, who is not influenced at all by what the Financial Media Star is saying, for one thing, because the Independent Trader doesn't even listen to or know or even want to know what the Financial Media Star is saying. Instead the Independent Trader is guided by good trading methods that he has mastered, that screen for good high-probability, low-risk trading opportunities, with precise setup conditions, entry rules, stop loss protection to limit risk, position size rules, and an exit strategy to exit trades profitably.

The likelihood is that the good trading methods mastered by the Independent Trader would have identified the numerous high-probability, low-risk points to sell short Citicorp all of the way down for a tidy profit. Or would have exited any long positions in the silver mining stocks prior to the collapse in prices from the July highs, protecting precious trading capital.

Neither the Dependent Trader nor the Independent Trader can expect to be right all of the time on every trade, but unlike the Dependent Trader, the Independent Trader addresses risk first and foremost, does not listen to nor is influenced by the financial media talking heads, and only makes trading decisions based on his own analysis.

I hope this all makes sense. It's critical to your trading future.

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I want you to understand and feel the power, peace of mind, and excitement that come with placing a trade independently. Everything makes sense. Everything is done for a reason. You know what to do, no matter what the market does. Every single time.

It's awesome…

Profit Plan #2: Trade Short-Term Trends

Is it still sensible as a stock market investor to employ a "100% always invested in stocks, buy and hold" strategy, counting on the market to rise on average 8% a year in the long run as it has since World War II (WWII)?

I don't believe so. In fact, I believe that the post-WWII era of fairly predictable financial markets is over with, at least for the next several years, if not for a long time to come.

And because of that, if you want to have any hope of making a potentially significant return on your portfolio, you need to trade short-term trends.

Here are some of the reasons why.

We now live in an ever-expanding global economy with the emergence of China and India and others as rapidly growing economies vie for limited resources. These growing economies drive pressures and unexpected cross currents in the commodities

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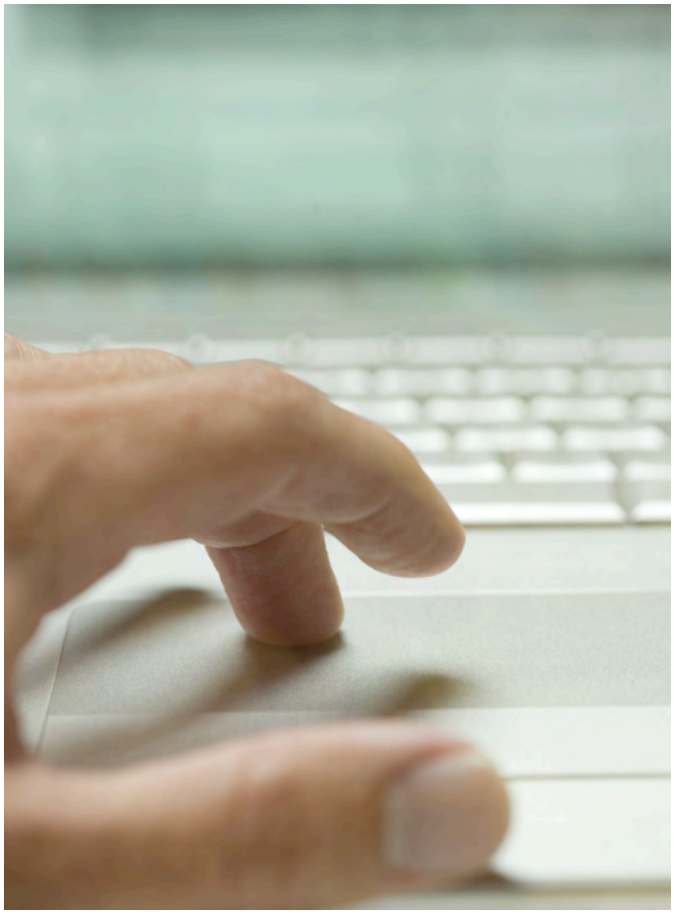
markets as well as exchange rates causing equities markets as well as other markets to abruptly change direction. Furthermore, with increasing global competition, while the consumer is the winner, the companies that the investor relies upon based on past track records often times not only do not benefit from these competitive forces, they cease to exist altogether.

The United States Dollar is under assault by its own government as the US continues to run ever-higher annual budget deficits that have compounded now to multi-trillions of dollars on a cumulative basis. There seems to be no political will to reign in this geometrically increasing spending, but only to raise taxes, which has the effect of actually weakening the economy and reducing tax revenues, aggravating the budget deficits even more. These policies continue to weaken the US Dollar and I believe put its role as the reserve currency of the world in peril.



However, it is not only the value of the dollar that is being undermined. All of the major currencies of the world are undergoing a similar fate; it is just a matter of degree as to which currency is the weakest at any point in time. Increasing inflation among the major currencies of the world is not good for orderly equities markets.

The rapid pace of developing technologies has the effect of obsolescing current technologies and the companies that are based on these current technologies. The bottom line here is that product lifecycles are shorter than ever, and so are the life spans of individual companies. While new companies spring up out of nowhere, other major corporations that have been successful for several decades are now struggling to stay afloat.

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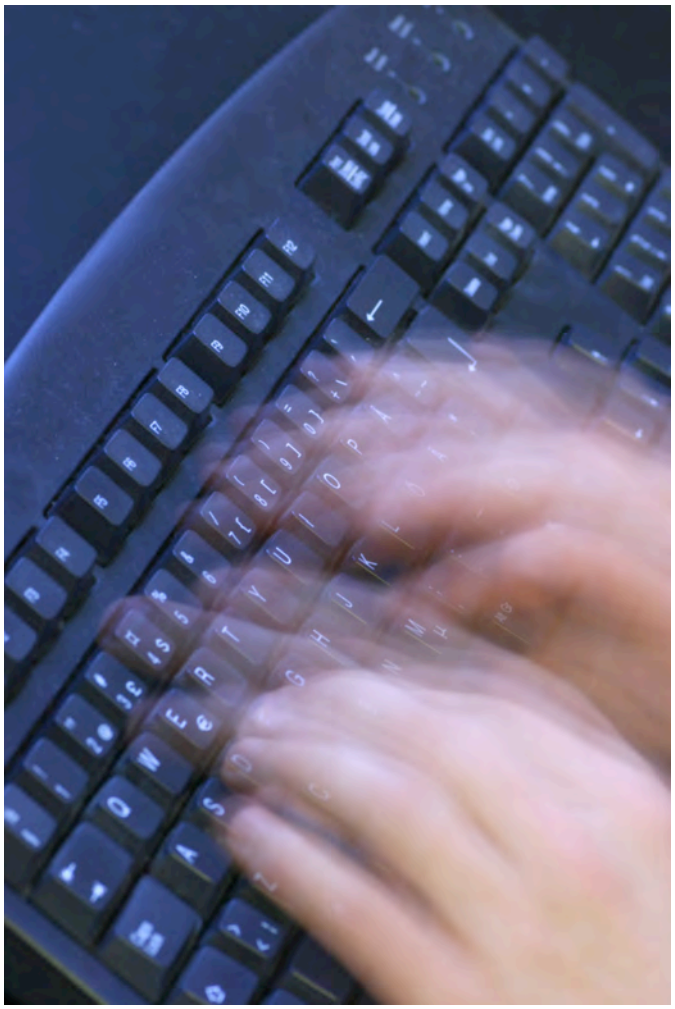
We now live in a world of near instant communication where all investors on the planet essentially have the same information available to them simultaneously. This has the effect, I believe, of making the markets more efficient than ever, and thus more volatile than ever, as the markets react abruptly to the fast-changing financial landscape on a global basis.



All of these events suggest that we are in the midst of another major foundational change, in not only the US economy but also the economies of the developed nations around the world. The last such change I am referring to occurred in the early part the of the 20th Century, as the Industrial Revolution took hold, transforming the economy from an agricultural based economy to an industrial based economy. The result was more and better crops than ever from the farms and a whole new array of products produced by the new industrial factories never before available to the consumer accompanied by a dramatic increase in the standard of living. This was an era of great uncertainty and upheaval, but also great opportunity for those that had eyes to see.

This time around, we are moving from an industrial based economy to one based on information, new technologies that have yet to play out, and who knows what else. It is too early to put a name on the change this time around, but I think most can agree that we are in the midst of another major foundational change.

These are just some of the reasons why I believe that the post-WWII era of buy and hold investing is over and that forecasting the long term direction of equities

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markets is more difficult than ever. I think it is fair to say that just because the equities market driven by major long time corporations has averaged gains of 8% per year since WWII, does not mean nor should it lead one to expect that same level of performance in the next several years. While that could certainly happen, it just means that in the midst of this foundational change there is more uncertainty and that the old buy and hold investor should revisit that strategy.

So what should today's investor do as well as all you traders out there?

I believe the key to taking advantage of the foundational change that we are undergoing in the economies of the world is to:

1. Wait for a new trend to develop
2. Get on board AFTER the new trend becomes apparent
3. Stay on board as long as possible
4. Get off at the right time
5. Go on to the NEXT trend

I am talking about swing trading trends that occur in the equities markets over and over again with a relatively short duration from start to finish. I am talking about trends that last from weeks to months as opposed to years.

Identify the trend, get on board, ride it, and get off before the trend changes.

Now, of course, this is easier said than done, but before I discuss some simple but powerful techniques to identify trends, let's look at some examples of what I am talking about.

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Figure 3 - AAPL

In Figure 3, I have applied a 20-day simple moving average in blue to a daily bar chart of AAPL. I have also highlighted the sustained short-term trends in red that the 20-day moving average uncovered. In each case, the trend highlighted lasted from days to weeks, perfect for short term swing trading. Now, the point I want to make here is that with nothing more than a simple moving average you can identify the prevailing short-term trend of any stock. This is not the only way to identify trends by any means and this does not constitute a trading system, but it does show how this simple tool can aid in identifying short-term trends.

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Figure 4 - CMA

Here's another example, Figure 4. You can see that from late '06 to mid '07, the market was a sideways choppy affair as the 20 day moving average oscillated up and down in a tight range, but then when the down move began in '07, the 20-day moving average was down most of the time throughout the entire sustained move down.

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Figure 5 - AAPL

Going back to the AAPL chart (Figure 5), another technique you can use is to look for higher highs and higher lows to identify an uptrend or lower highs and lower lows to identify a downtrend. Again, this technique does not constitute a trading method or system but illustrates yet another simple technique to identify short-term trends. Of course, once you identify the prevailing short-term trend, you would consider entering a trade in the direction of that trend only if your trading method setup for an entry in the same direction as the trend.

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Figure 6 - CMA

Let's look at the chart of CMA again (Figure 6). Here again you can see how the lower highs and lower lows were able to identify the sustained downtrend.

You can apply these techniques and others to identify short-term trends in any equity market, in all sectors of the economy, including commodity and currency based trades using Exchange Traded Funds that trade like stocks. You just go where the trends are emerging, not by guessing but by letting the trend first show itself and only then consider a trade opportunity in the direction of the trend.

The point here is that identifying the short-term trend in any sector of the stock market can be accomplished with simple as well as more sophisticated techniques. In fact, powerful trading methods include trend identification as a key aspect of the trading method.

And so I believe it is indeed possible to identify these short term trends, and again with a good trading method get on board at high-probability, low-risk entry points, ride that trend and then get off before it ends.

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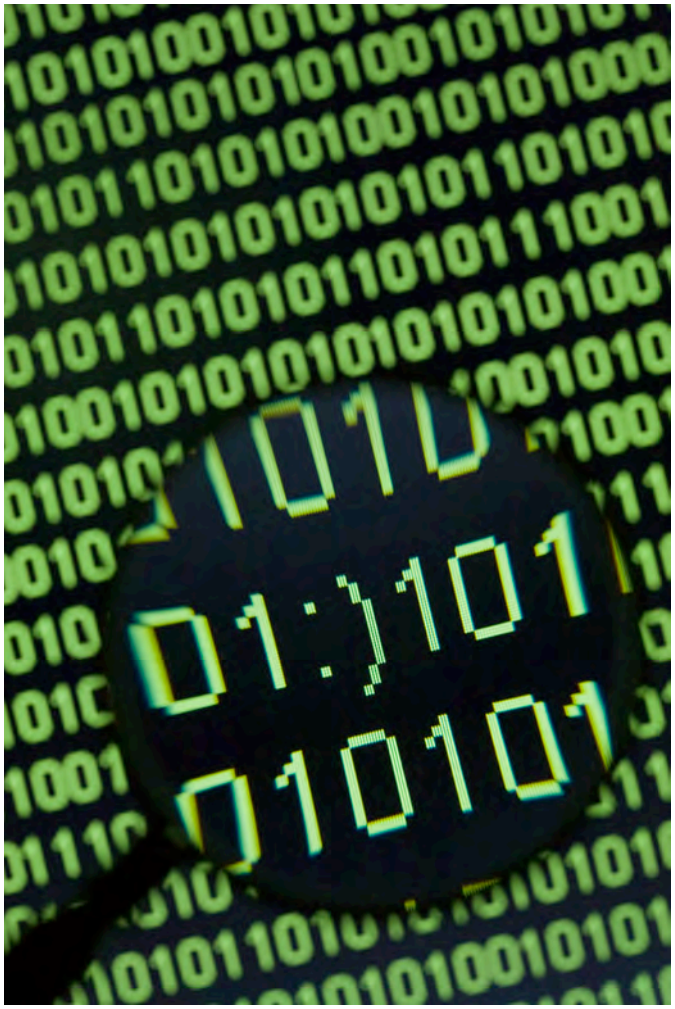
This is how the buy and hold investor as well as current traders can take advantage of these volatile times - by swing trading these short term trends.

Profit Plan #3: Use a Good Trading Method

Since there have been markets to trade, traders around the world have been looking for the holy grail of trading – a system or method that tells them exactly what and when to buy and sell to take maximum profits. If that is not enough, these traders want such a system or method to be automatic requiring no thought whatsoever on the part of the trader, so that all the trader has to do is follow the buy and sell signals that emanate from the system.



Now, if you think about it logically, if such a system or method existed, all traders would soon discover this and all would trade its signals in lock step, and, of course the markets would then cease to function, because when all were buying, there would be no sellers; and when all wanted to sell, there would be no buyers.

The truth is and always has been that the holy grail of trading simply does not exist - never has and never will. That's the bad news. The good news is that the holy grail of trading is not required to trade successfully in the markets.

What is required are good trading methods that point you in the right direction to take advantage of higher-probability, lower-risk trading opportunities that set up in all markets over and over again. Now, this does not mean that every trading opportunity will be profitable or that losses will not be taken. But it does mean

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that with good trading methods you will have an edge when trading the markets that should put the odds in your favor.

So by definition, there will be losing trades; in fact, losing trades are quite common when trading. Just because a trading method puts the odds in your favor does not mean you will not experience losses. And that fact leads to one of the keys to trading success. That is, you must control losses.

The whole idea around trading is to win more than you lose and to stay in the game, so to speak, so you have the opportunity to come out a winner. If you risk too much on each trade, then you can easily deplete your account size down to a level from which there is no recovery. A series of losses could wipe out your account altogether which, of course, would knock you out of the game with no chance of recovery from the profitable trade potential that followed. So you must control losses first and foremost.

Controlling losses is referred to by different names such as risk management, money management, account risk management, stop loss orders, portfolio risk management, limit position size, etc. But they are referring to the same thing - keep your losses relatively small in relation to your account size so you have the opportunity to trade over a series of trades that has a positive expected outcome where any losses are more than covered by the profitable trades.

Once you understand how to control losses, you still need good trading methods that will guide you in scanning the universe of stocks to find the very best trading

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opportunities at any given time. A good trading method, using primarily technical analysis, will define fairly objective setup conditions, entry rules, stop loss rules, and exit strategies as well as the scanning criteria necessary to find those stocks that are likely to meet the method's setup conditions.

Here are some general attributes that a good trading should have. Does your current method exhibit all these properties?

- A good method is one that is fairly easy to understand or else you will not follow the method even if it produces favorable results.
- A good method will use no more than a handful of technical indicators from the hundreds available, but use them in an uncommon way to give the trader an edge over other traders.
- A good method will provide you with an edge (that is put the odds in your favor) when trading the markets, but it is not a black box mechanical system that spits out buy and sell signals with no forethought. This is a common misconception on the part of beginners and is driven by the erroneous belief in the Holy Grail.
- A good trading method requires some discretion on your part to know when to stand aside even when your method tells you to enter into a trade. In fact a good method will highlight those instances when you should be well advised to stand aside and not take the trade, but it is still up to you to recognize when these instances occur and take the appropriate action.

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- A good trading method should complement other trading methods so that a suite of trading methods work synergistically together in order to mine the maximum profit opportunity that the markets have to offer. Market price action sets up in different ways in advance of higher probability, lower risk trades and in order to capture these opportunities ideally a complementary set of trading methods should be available in your "toolbox" to be able to take advantage of these opportunities when they occur. One method alone would only have the ability to capture some of these opportunities.
- A good trading method, once it is mastered, should require very little time to apply to the markets. After the markets close each day, a good trading method should be the basis for your trading routine each day. The markets close, you update your charting software data feed, all indicators and price data are updated in seconds. At the same time your charting software automatically scans the universe of stocks in seconds to find those few that meet your method's setup conditions. You then review the charts for those stocks selected confirming that the setup conditions are in place, determine your entry point and place your orders online in a matter of a few minutes.
- A good method also allows you to easily manage your trades once you have entered the market requiring minor adjustments to your trailing stop orders each night.
- Smart traders are nodding their heads right about now, and they also know that all of this can be accomplished in a matter of 20 minutes a night, once this routine is firmly established.

Now let's take a closer look at each one of the key attributes of a good trading method.

Setup Conditions

These are the specific technical conditions that must be in place in order for a trade to be considered. And these must be programmable into your charting software's stock scanning routine. This is necessary in order to automatically apply these

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conditions by your charting software each night after the markets close when you update your price data.

Setup conditions can be based solely upon price action, patterns, volume or technical indicators or a combination of these. And the setup conditions should also include filters to select only those stocks that not only meet the setup conditions but also have a high likelihood of being triggered into a position the following day in accordance with the entry rules.

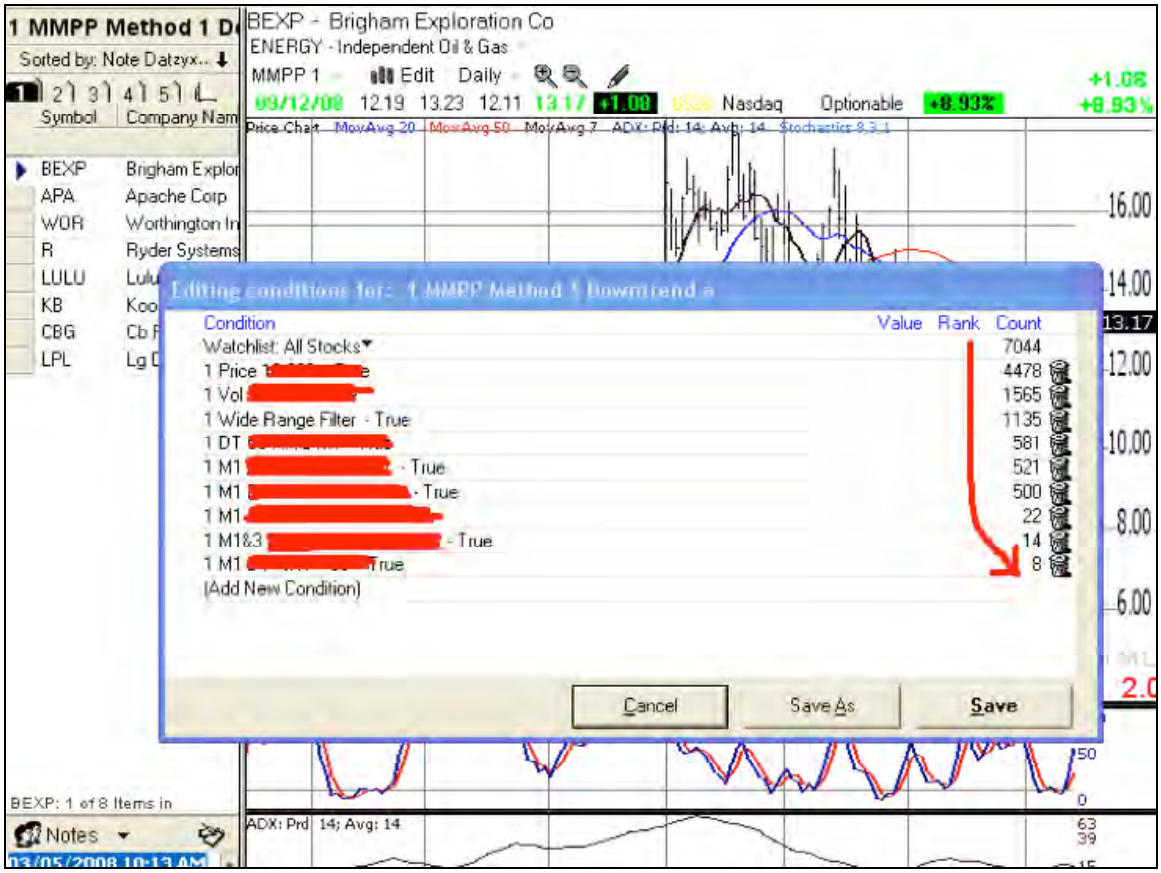

Figure 7 - Setup Conditions

Here is an example, using Telechart charting software, Figure 7. Here you can see the results from applying the setup conditions of a good trading method to the nightly scanning feature of Telechart. The scan is applied to 7,044 US stocks (of course you can apply this same approach to any major market around the world). Each line represents a unique setup condition that must be met in order for a stock to merit further consideration for selection.

After applying the first condition, the list is narrowed down to 4,478 stocks that met the first condition. After applying the second condition, the list is further narrowed down to 1,565 stocks and so on until the entire list of setup conditions

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is applied narrowing the original list of 7,044 stocks down to just 8 stocks that meet all of the setup conditions.

A common misconception among beginners is that all 8 stocks must therefore be traded. That is not the case at all. In fact, you only want to put one or at the most two new trades on per day. Remember, these are not so-called "stock picks", but rather a group of stocks that meet the method's setup conditions on that particular night. So the proper course of action is to:

- Review the price chart for each stock selected to confirm that the setup conditions have indeed been met
- Select the one that looks to offer the best opportunity (based on what I call "stand aside criteria")
- Place an entry order based on the method's entry rules good for the following day's trading

This may seem rather complicated at first brush, but it's like anything else - once you get the hang of it, it all happens very quickly with little effort.

A quick note about my comment above about "stock picks"… It is not uncommon for someone who's trying to become an Independent Trader to lose focus when they see this short list of stocks. Their old "Holy Grail chasing habits" may cause them to think all of these stocks should be blindly traded. That's the Dependent Trader rearing its ugly head. BE CAREFUL if you notice this happening to you, and stick to your trading method!

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Entry Rules

Once the setup conditions have been applied via the scanning process and a stock selected for trading, the method's entry rules must be applied to ensure that the proper order type is used to enter the market.

For example, some methods require price confirmation in the expected direction of the trade before entering the trade. In this case you would use a stop entry order.

Figure 8 - CPWR

Let's look at CPWR, Figure 8, for example. Let's say your method's entry rule was to only buy this setup if the market trades at or above $11 per share. In this case then, you would enter an order to buy X shares at $11.00 Stop. This means that the order will only be filled if the market trades at or above $11.00. Otherwise, it will not be filled.

When this happens, the order to buy is said to have not triggered into a position. Now, there is a very important point to be made here. And that is, not all setups are triggered into positions. In fact, it is possible that several setups in a row may not be triggered until one finally is. But this is exactly what successful traders want, to only enter the market when conditions are just right.

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Many beginners become frustrated when setups are not triggered because they are so anxious to trade, no matter what. Of course, seasoned traders have learned to be patient and wait for the market to come to them and not try to force the market into something it is not ready to do.

Another type of setup might only want to enter the market if it first trades against the expected move. In this case a Limit order could be used to enter the trade.

Figure 9 - CPWR

Let's look at Figure 9, CPWR. Let's say our method says only buy if the price first falls to at or below $10.25. You would then enter an order to buy X shares at $10.25 Limit. This means that the order will only be filled if the market trades at or below $10.25. Otherwise, it will not be filled and the order will not have been triggered. And as stated above, that is OK. Wait for the market to come to you.

Initial Stop

When a new trade is initiated, it is very important to know beforehand how you will exit the trade should it go against your position. Or another way to say that is, don't ever initiate a new trade without first knowing how to exit the position

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at a loss, should that occur. The initial stop is a key component to controlling and minimizing risk in your trading. The difference between your entry price and your stop loss price represents your planned risk in the trade on a dollars per share basis.

The exact placement of the stop depends on the nature of the setup conditions and entry rules of the trading method that you are using. But in all cases, the initial stop should be set at where you don't expect the market to go, and if it does, you want to be out of the trade because the market did not act as expected and the premise of the trade is over with. You simply get out at that point with a relatively small loss and move on to the next opportunity

Another key component, and what I believe is the most important component, is the percent of your account size that you will be risking on the trade. A good general rule is to never risk more than 2% of your account size per trade. That doesn't mean you must risk 2% of your account size, just no more than 2% of your account size.

Figure 10 - CMA

Let's look at an example. Here is a chart of CMA, Figure 10. Let's say your method had you buying CMA at $27 with a stop loss of $25. Your per share risk in the trade would be $2. Let's also assume that your account size was $10,000. Multiplying $10,000 by 2% would give you a maximum allowable planned risk of

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$200. Dividing $200 by $2 gives you a maximum of 100 shares that you could buy on this trade.

So you can readily see how easy it is to determine the maximum number of shares that you should consider on any one trade in order to adhere to the 2% rule.

Exit Strategy

With the initial stop in place, it is now time to manage the trade as it unfolds. A good method will define the precise exit strategy to follow each and every day that the trade is still open no matter what the market does. In other words, you should never have to wonder what to do once you are in a trade, whether or not to take profits, where to take profits, when to tighten the initial stop to further reduce the risk in the trade and so on.

The principal dilemma faced by traders once in a trade is how to exit. When the trade is showing open profits, how far do you let the market go before you begin to lock in some of those profits? If you use a trailing stop strategy and your stop is moved up too rapidly because you are afraid to lose those open profits, you run the risk of being stopped out prematurely before the swing move is over with. And if you move the trailing stop up too slowly, you run the risk of giving back too much of your open profit. So what should you do?

Well, I believe one of the best exit strategies is to scale out of the trade in two steps. Exit the first half position at a predetermined profit target. This can be as simple as 10% profit or at some level of resistance of support, or at a pivot point, or any number of ways. But when the profit target is hit, you do two things:

1. You put money safely in your account
2. You reduce the risk in the trade by at least one half

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Now the remaining half position can be the one where you "let your profits run," protected by a trailing stop. And there are numerous ways to set a trailing stop. But the idea is to give the market enough room to move around without getting stopped out, but at the same time moving the stop to lock in more and more profits as the trade moves in a favorable direction. That way you have the opportunity to stay on board for a potential mega-move swing trade for the second half position.

By utilizing this two-step scaling strategy, you have the best of both worlds. You take profits at a predetermined profit target and you also have the chance to stay on board a mega-move swing for even greater profits.

Figure 11 - CPWR

Here is an example of applying this strategy to CPWR, Figure 11. Let's say you bought CPWR at $8.00 a share and set your profit target at 10% of your entry price. You would then exit one half position at $8.80 using a Limit order to buy at $8.80 Limit. That order will only be executed if the price trades at or above $8.80. In this case, you can see that that price level was achieved after a few days in the trade.

Now, at the same time you can apply a trailing stop as the market moves up to lock in profits but still give the market room to move around without prematurely

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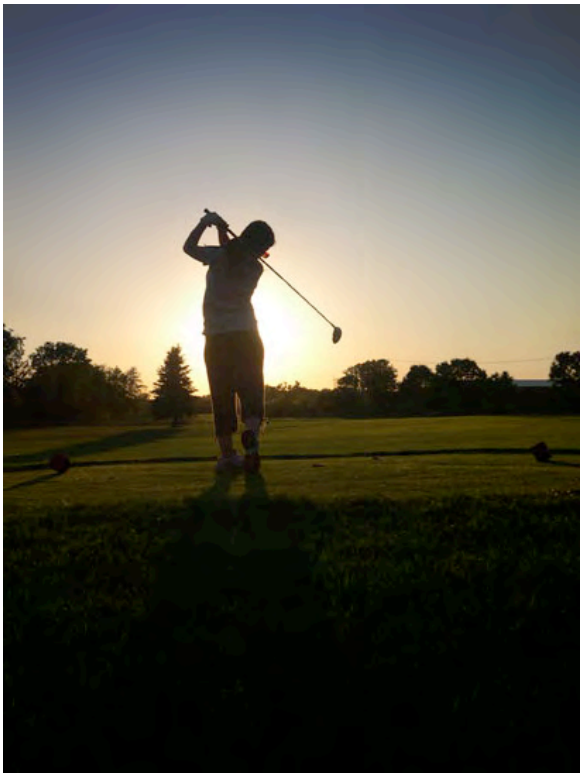
being stopped out. Let's say you used a 4-day trailing stop (note the small dash lines shown on the chart). Such a strategy would have allowed you to stay on board this swing move up all of the way to about $10, or a 25% profit on the second half position.

Again, there is no way to know ahead of time what will happen, but you can see by applying this simple strategy in this example, you would have known what to do no matter what the market did, and in this case both legs of the trade would have paid off handsomely.

Profit Plan #4: Know When NOT To Trade



Trading first and foremost is about managing risk, and one of the key secrets to successful trading is knowing when and what not to trade. As successful traders know, you have the advantage over the markets if you pick your points and if you're patient - if you wait for your trading method to setup for those stocks that give you the best chance of success where the opportunity for profit is high and the risk of loss is lower.

These are the key entry points that occur over and over again in the markets, but you only want to take those trades in markets that are trading deliberately, in a deliberate fashion, day in and day out where there is some level of predictability. Now, if a market is not exhibiting that kind of behavior, then you just don't want to trade that stock. It's far too risky!

You might ask, "What do you mean by deliberate trading?" Well, I am going to define that for you by showing you 5 different cases where a market is either not trading deliberately or is at high risk of not doing so. Where it will become clear to you that if any one of those cases occurs, or more than one at the same time, you should stand aside and not trade that market. There is simply no reason to

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do so when there are so many good opportunities out there. Also, if you have a good trading method, that method will help you screen out the stocks that are inappropriate for trading, and zero in on those few that are the very best for swing trading.

1. Significant Gaps

In Figure 12, I have plotted a daily bar chart of stock symbol ADSK. This is an example of the type of stock that I would not trade. This stock's price behavior exhibits the first stand aside case and that is when you see gaps in the price. A gap is when in an up market the low of today is greater than the high of yesterday where no trading took place. Or when in a down market the high of today is less than the low of yesterday. The greater the gap (usually 8% of the closing price or more) the more significant it is in signaling a stand aside condition. You can see that the gap down in late February was greater than 8% of the closing price of the gap down day. The gap in late April was smaller and not as significant. But again, the gap up in mid August was greater than 8% of the closing price of the gap up day.

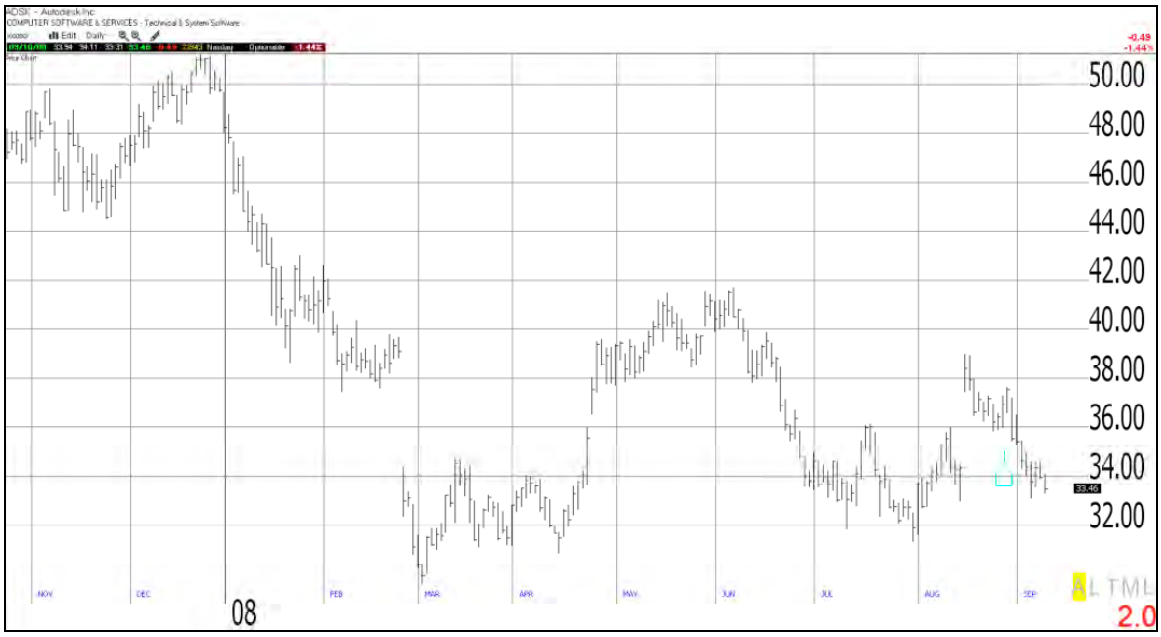

Figure 12 - ADSK

Now the reason we want to stand aside of trading this type of price behavior is I don't want to get caught in a long position in mid February, only to see the market gap down against my position with a far greater loss than planned. Or

get caught in a short position in early August, only to see the market gap up against my position with a far greater loss than planned.

So, a stock that has exhibited this kind of gapping behavior in the past is a signal or a warning that it's likely to occur again. And so why take the chance? The key is look back at least three months on the price chart or even six months, but at least three months and if you see that the price has been gapping then stand aside and go on to the next stock trading opportunity.

In Figure 13, I have plotted a daily bar chart of stock symbol ABK. This is another example of the kind of price gapping behavior that signals the need to stand aside. In fact on this one another reason to stand aside can be seen. When a market gaps down sharply like this one did in October and then again in January, that usually is followed by a prolonged sideways movement in the market for several weeks and even months as occurred here. Another reason to stand aside as who wants to have their trading capital locked up in a trade that is going nowhere?

Figure 13 - ABK

In Figure 14, I have plotted a daily bar chart of NBIX. Here is another example of this sideways price behavior phenomenon. Look at the huge gap down in December. That was followed by 8 months of sideways price behavior. A trade in that stock after the gap down would have just locked up precious trading capital in a trade that is going nowhere.

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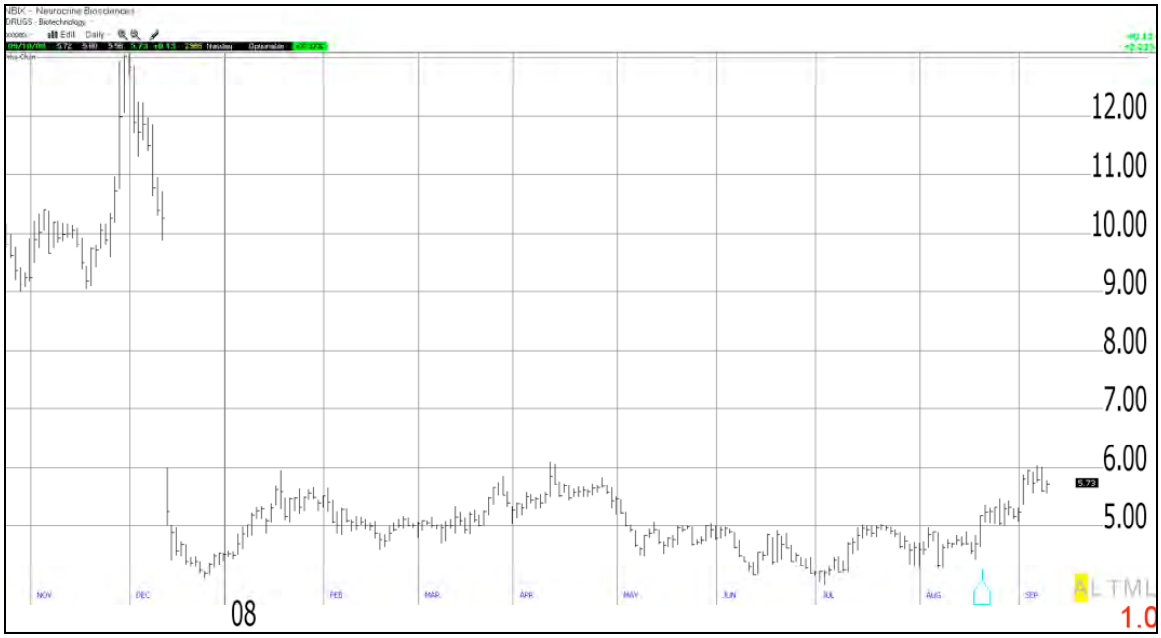

Figure 14 - NBIX

Also trading such a stock would be very risky, because another significant gap could occur as well, inviting more risk than is necessary when swing trading the markets. From this one stand aside case alone, I think you can readily see how important it is to know which stocks not to trade.

Let's look at GDI in Figure 15. Note the gaps in April and July. After the April gap, it did trend up, but let's say you thought the market was going to take another leg up in July and you go long, ignoring the fact that a gap had occurred in April. Then the market gaps down against your long position, not a good place to be.

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Figure 15 - GDI

What was the clue to this possibility? The fact that it had gapped before in the recent past. Stay away when that happens. In this case as well, after the gap down in July the market is just chopping sideways going nowhere.

Let's look at one more, TBL in Figure 16. A gap up occurred in late April followed by sideways congestion for a couple of months. It didn't gap again, but did exhibit very choppy price behavior typical of a gapping market. Also, you can see that this was a range bound market with price trading between 13 and 19 for almost a year and lurching all about the price chart from down to up and down again, not the kind of stock we want to be trading. This market also had some very unusually wide range days throughout the chart that leads to our next stand aside case.

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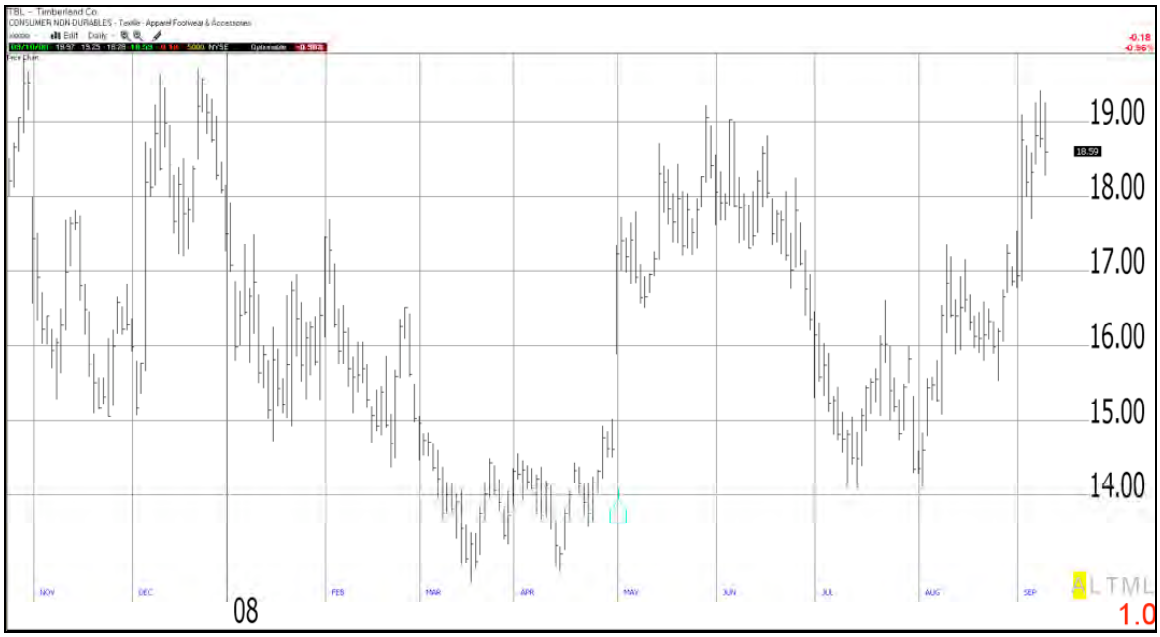

Figure 16 - TBL

2. Unusual Wide Range Days

Moving on now to the next stand aside case, unusually wide range days, let's look at a chart of HPQ, Figure 17. You can see that this stock has traded from 42 to 52 for several months back and forth and then look at the wide range days on the left side of the chart. In early November, there was a day with a high of 52 and a low of 48.50 for a daily range of 3.50 on a $50 stock. Also you can see several wide range days in January, March and May.

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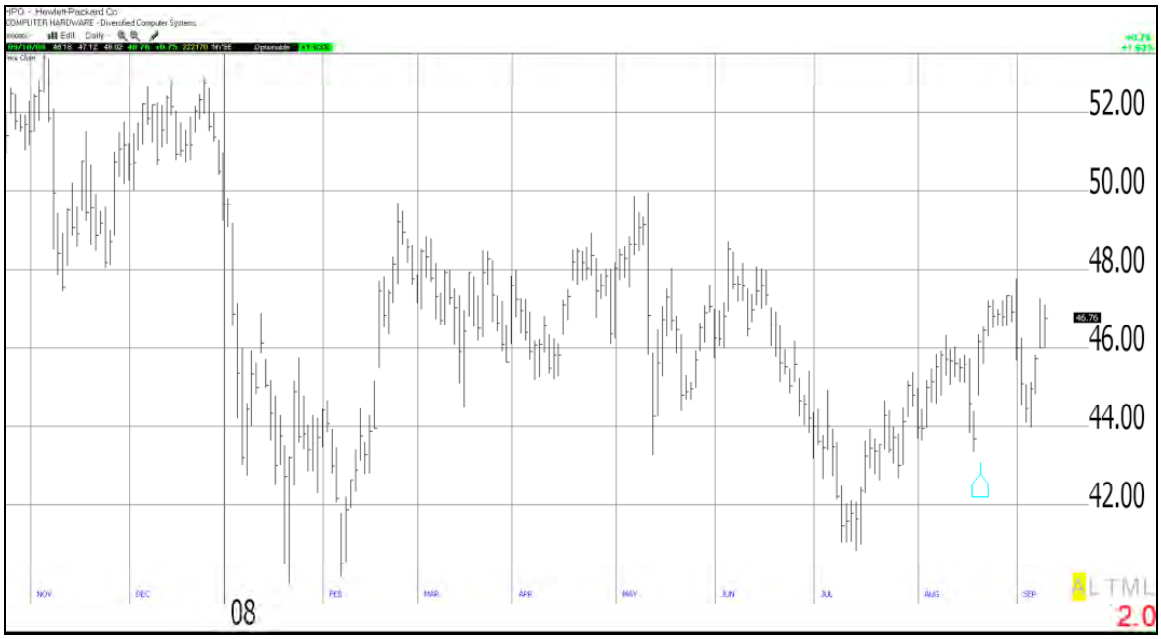

Figure 17 - HPQ

You can see how the behavior of this price action can surprise you at anytime like it did in May with an over $4 daily price range. You simply do not want to trade these kinds of stocks. They are too unpredictable with too much day today risk. You are not trading to gamble; rather you are trading to put the odds in your favor. And when you see a stock like this with these unusually wide range days all over the chart, the prudent thing to do is to stand aside and go on to another stock trading opportunity with a stock that is trading deliberately without significant gaps or unusually wide range days.

Here's another one, GFF, Figure 18. This is a lower priced stock, probably not real high volume exhibiting several unusually wide range days across the board. You also have some gaps and you can see how the price action just "stutters" along like an electrocardiogram. When you see a chart like this, you should run away from it. Don't trade this; it's too unpredictable, lurching about with the risk/reward out of kilter.

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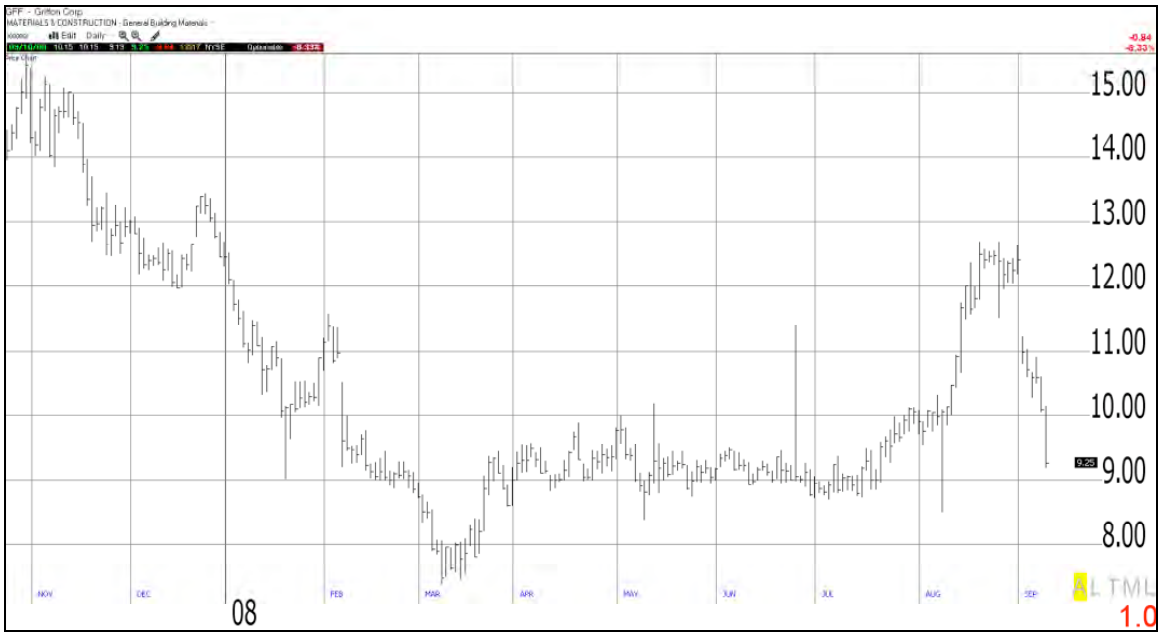

Figure 18 - GFF

Let's look at ACIW, Figure 19. On this chart we see gaps and wide range days, including a $6 range in one day in August. Who wants to trade a stock with that kind of volatility?

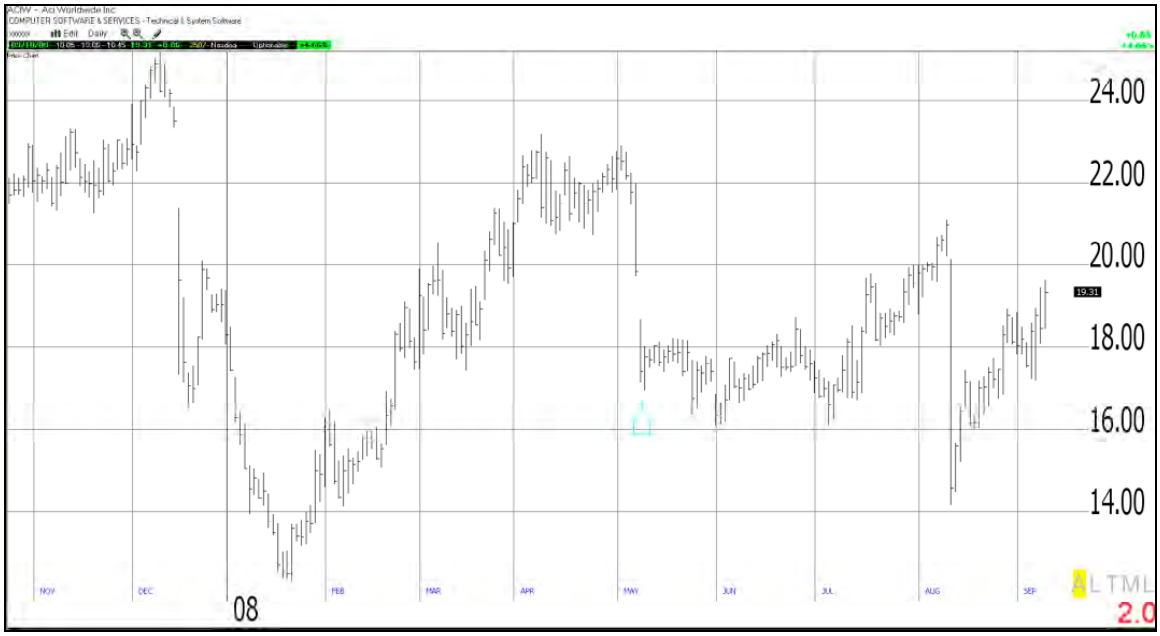

Figure 19 - ACIW

In July, what if you were in a long trade expecting the market to go higher only to see a $6 move against your position on a relatively low priced stock? What was the clue that that could happen? Look back earlier on the chart and observe the

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numerous wide range days and gaps preceding that $6 drop. Plenty of clues shouting to you to "stand aside, do not trade this stock."

Let's look at SNTS, Figure 20. This one is a little bit different. This is a low priced stock and almost every day is a wide range day when compared to the price of the stock. It's only a $2 stock and every day's range is practically 20 to 30 cents. For example, in March there was a 50 cent wide range day which is a 25% move in one day on a $2 stock. Far too much risk and the kind of stock to stay away from.

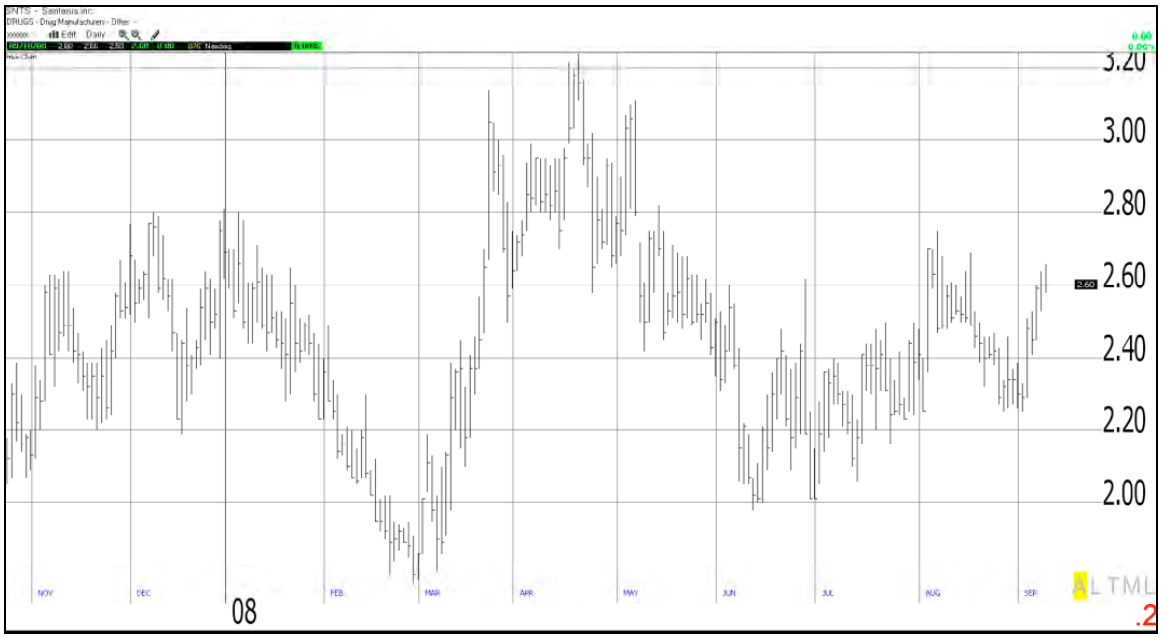

Figure 20 - SNTS

I would encourage you to study the charts of your choosing to practice spotting these gaps and wide range days so that you can see for yourself how price behaves with these types of stocks. And once you get the hang of it, you'll be able to look at any chart and tell in an instant whether or not it is one worthy of trading.

Let's look at one more, RAIL, Figure 21. See if you can spot the wide range days on this chart.

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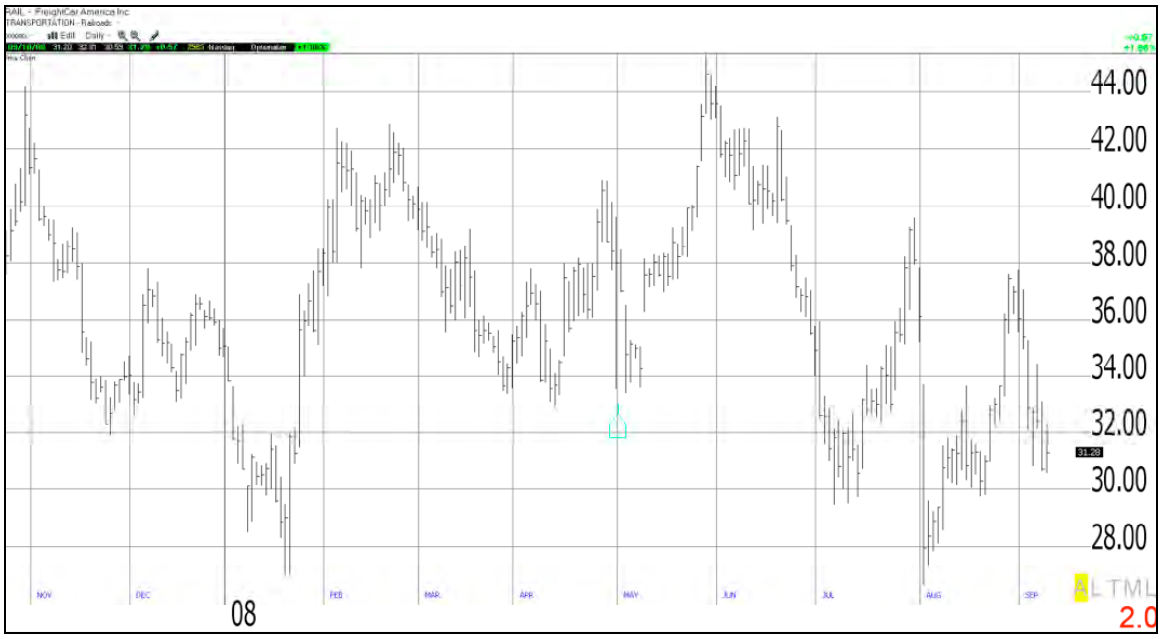

Figure 21 - RAIL

3. Congestion Pattern

The next stock example, BLT, Figure 22, demonstrates the third stand aside case, where stocks are trapped in a congestion or sideways pattern. Here's what I am talking about. Look at the chart in January-February, the price is just chattering back and forth between $11 and $12, then it widens out to $11 and $13 in March… then again in May and June between $13 and $14… then again in July after the big drop. This is the kind of stock that likes to trade in a noisy sideways pattern over and over again, going nowhere, the kind of stock to stay away from.

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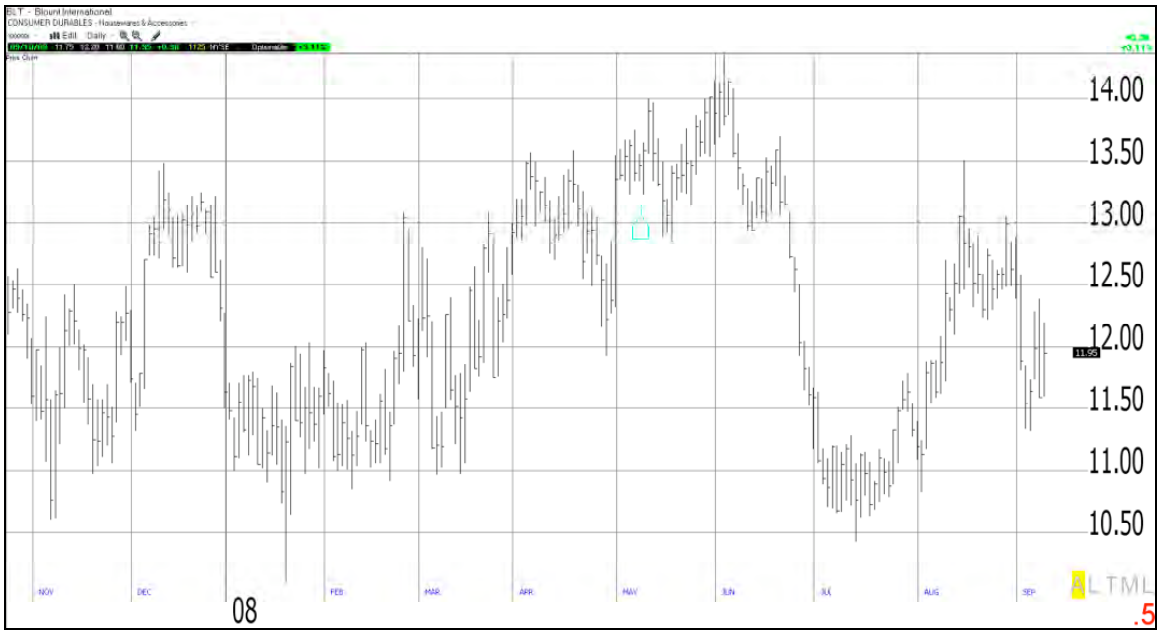

Figure 22 - BLT

Another example, MOVE, Figure 23, look at the sideways action in April-June and then the choppy, lurching swings thereafter. Too much risk. Stay away.

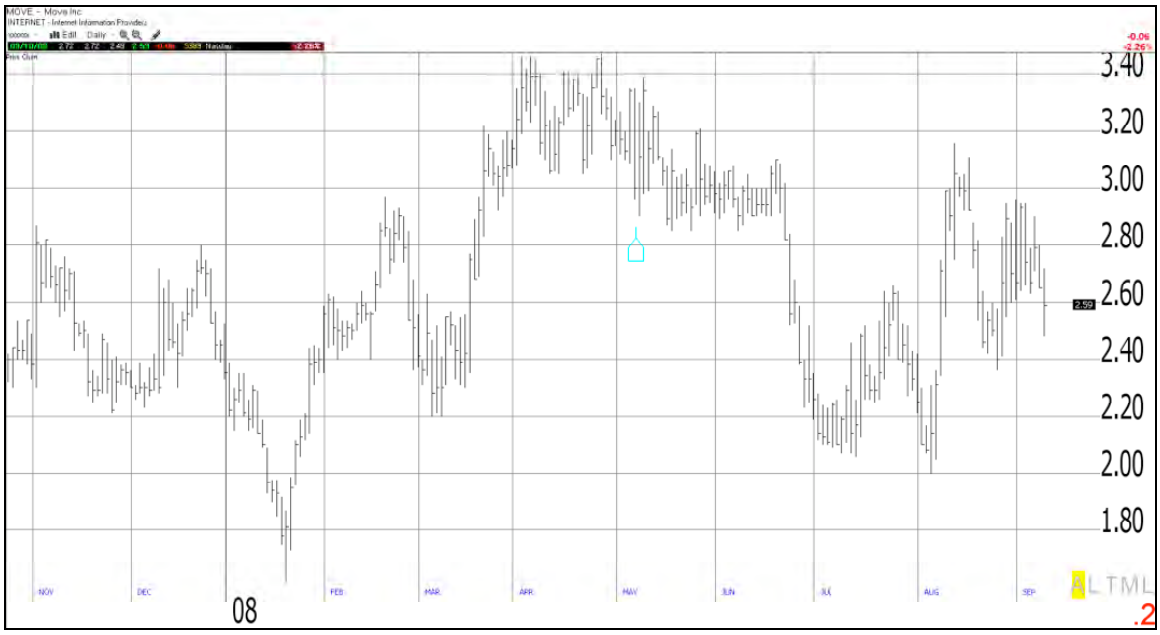

Figure 23 - MOVE

Another example, ZUMZ, Figure 24. This stock gapped down in November and December and then as expected from stand aside case 1, proceeded to trade in a prolonged sideways choppy pattern, again, going no where. No sense locking up precious trading capital in this kind of stock. You can begin to see how these

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stand aside conditions are not mutually exclusive as it is common for more than one of them to appear on any one stock price chart.

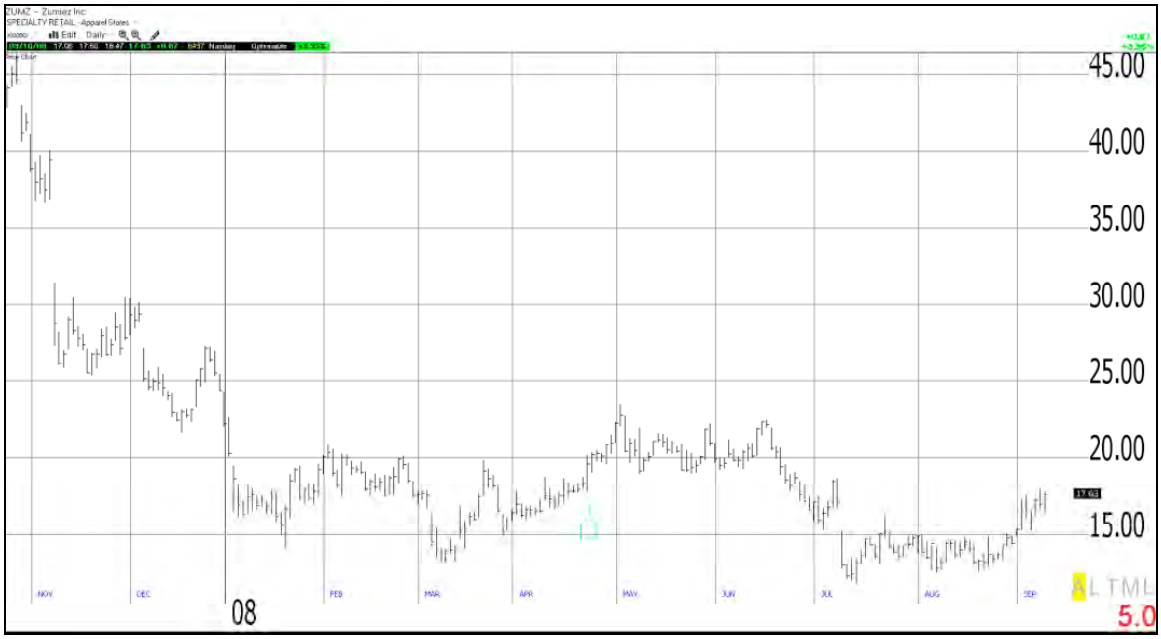

Figure 24 - ZUMZ

Let's look at one more, SBP, Figure 25. This stock is range bound between $10 and $14 for over 7 months and within that period even a tighter range at times. Again, the price pattern looks like an electrocardiogram or a lie detector test print out, stand aside.

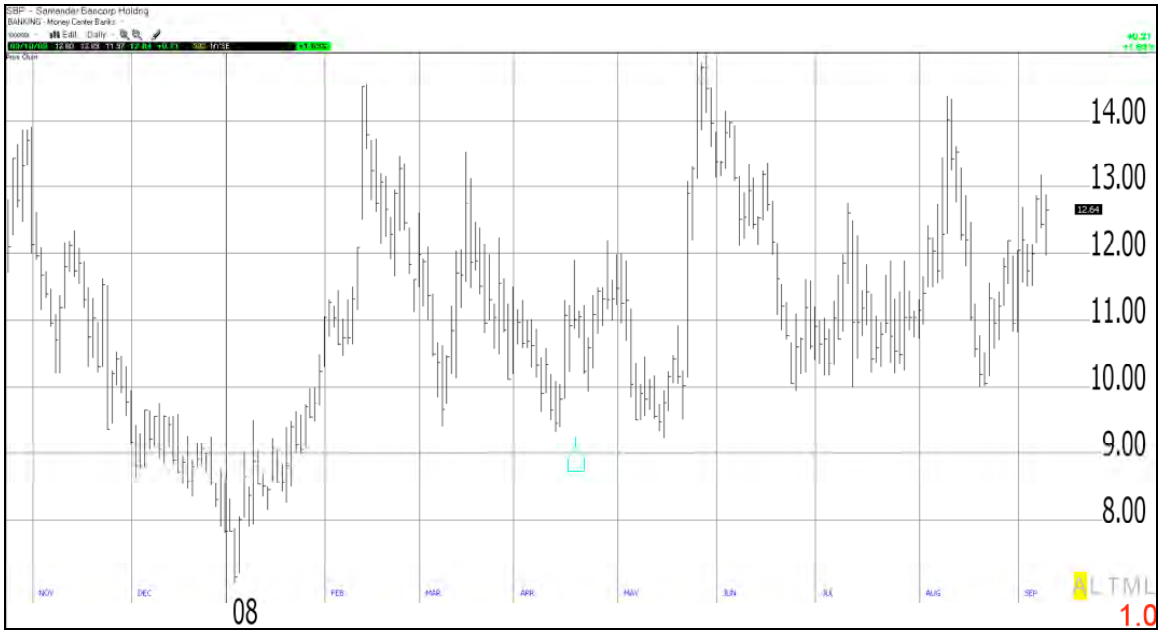

Figure 25 - SBP

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4. Earnings Announcements

Moving on now to the fourth stand aside case. This case is situational rather than related to price behavior. This case is to stand aside from putting on a new trade the week of earnings announcement. Even if it's a nice deliberately trading stock and looks good in all other respects of meeting your trading methods setup conditions, you should stand aside the week of earnings announcement. Why? Because you don't know how the analysts are going to react to the report or how the market will react to the report and because of that you tend to have increased volatility that week that sometimes expresses itself in violent price reactions, which of course increases risk to a point where it is just not worth initiating a new trade in that environment.

For example, FLR, Figure 26. This stock skyrocketed from $82 to $95 on the earnings announcement in May, not a good time to initiate a new trade. On the other hand, if you are already in a trade going into earnings announcement week and have an open profit, you may want to tighten up your trailing stop, but often times the earnings report will help your trade significantly as it would have in this example had you been long going into earnings announcement week. But don't initiate a new trade. Why? Because the market could have gapped down as well. Too much risk.

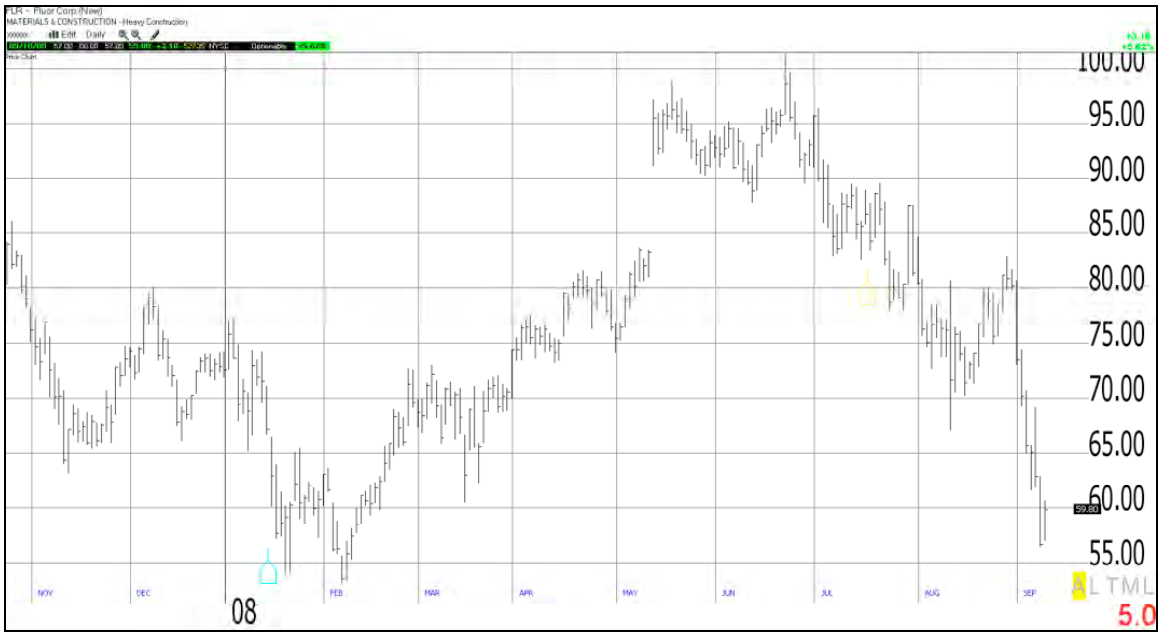

Figure 26 - FLR

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Let's look at one more, NTY, Figure 27. This was a surprise to the downside. This one dropped $6 in April on the earnings announcement. So had your method told you to get long that week prior to the announcement in what looked to be a strong bull run, you would have experienced a quick and significant loss that was well beyond the planned risk in such a trade. Too risky. Stand aside.

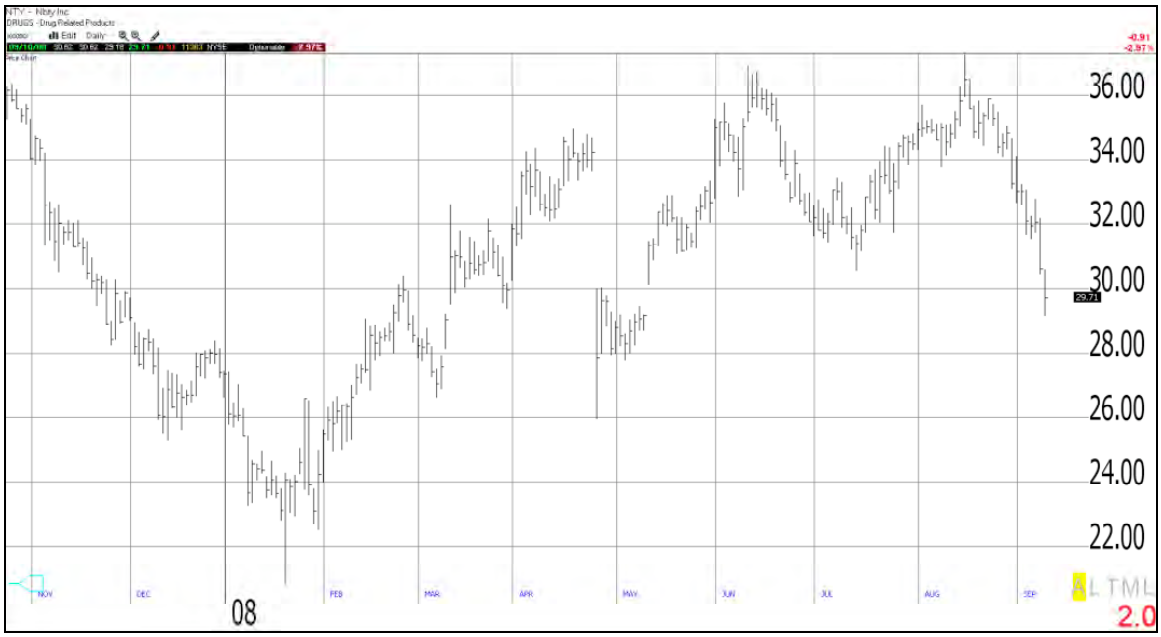

Figure 27 - NTY

FOMC Week

The fifth stand aside case is also situational rather than related to price behavior. This case is to stand aside from putting on a new trade the week of the Federal Reserve FOMC meeting. These meetings occur about 8 times a year and are published well in advance. Again, even if it's a nice deliberately trading stock and looks good in all other respects of meeting your trading methods setup conditions, you should stand aside FOMC week.

The reasoning here is similar to the case four stand aside situation in that you don't know how the analysts or the market will react to the Fed's interest rate policy decision nor the Fed's commentary that accompanies that announcement. Consequently, after trading in a tentative manner Monday and Tuesday of FOMC week, the market often reacts violently for the balance of the week following the Feds announcement which usually occurs on Wednesday, lurching from one

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extreme to another in opposite directions while it tries to digest the Fed's pronouncements.

Let's look at one example, CAT (Figure 28). The Fed met on the 29th and 30th of January 2008. And so in an up trending market, the market spikes higher on the 30th (the announcement day) only to close lower on the day leading one to expect the stock to head lower the next few days. But instead, while CAT does trade lower for a time, later in the day, it jumps higher for a $4 move closing near the highs of the day. This is not the kind of environment to be initiating new trades, too much risk. If you were already long with a nice open profit, fine, tighten up stops, but no new trades FOMC week.

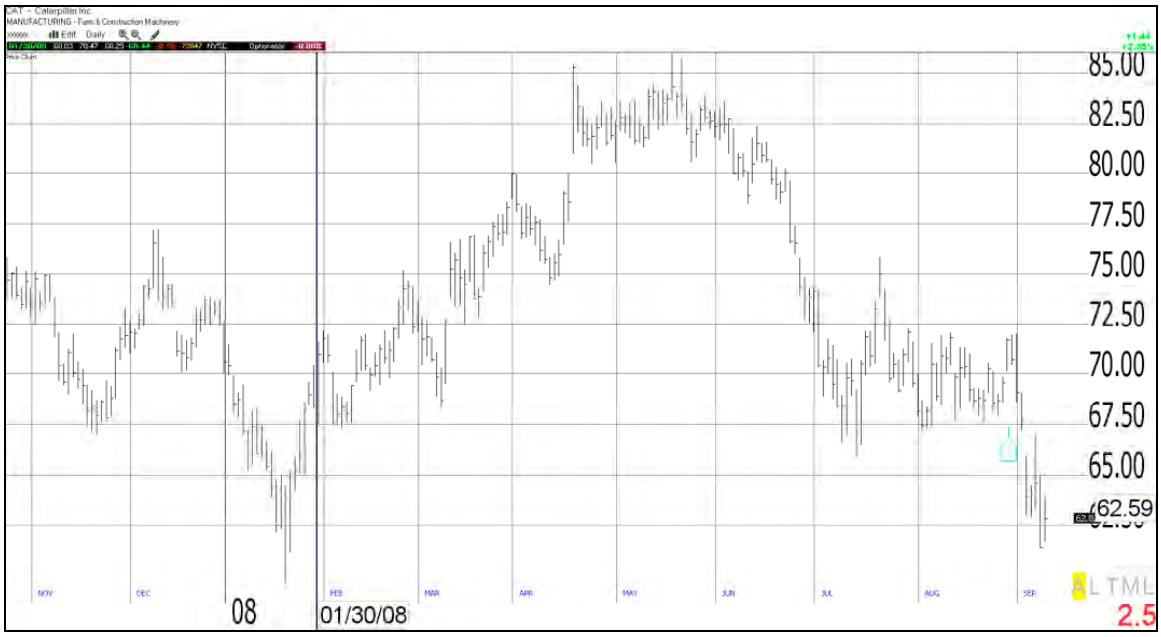

Figure 28 - CAT

And then looking ahead at the March FOMC meeting (Figure 29), you can see that the market closed $2 higher on the 18th only to close $3 lower on the 19th. Again, too much risk for a new trade.

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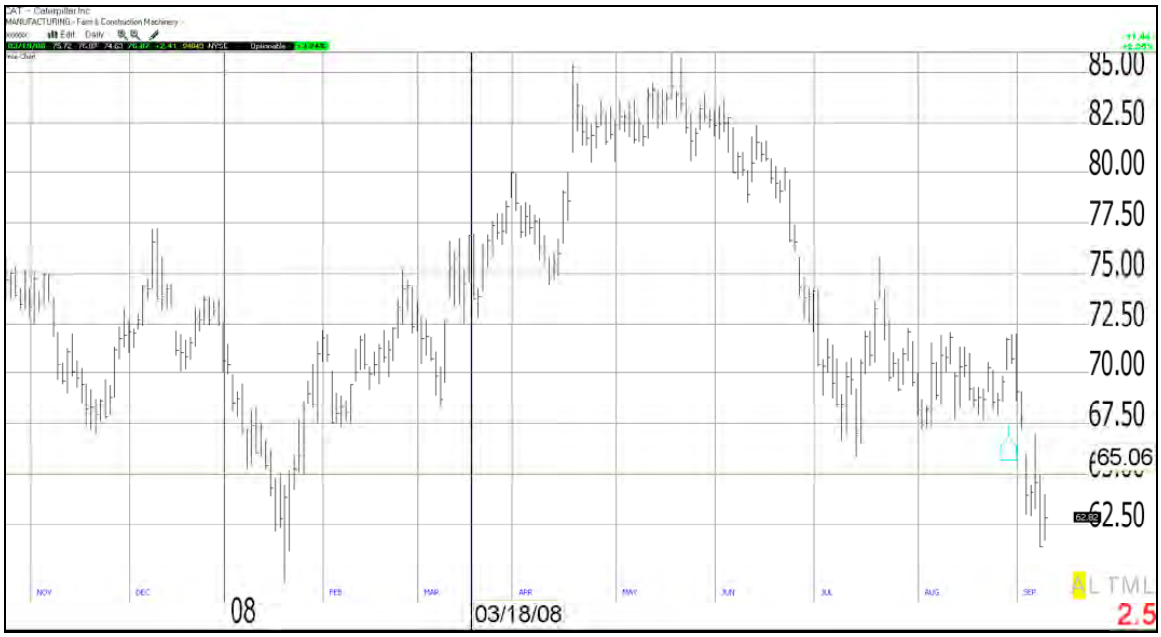

Figure 29 - CAT

Deliberately Trading Stocks

Those are the five stand aside cases that will shield you from unnecessary risk when initiating new trades. Now let's look at some stocks that I call deliberately trading stocks that are suitable for swing trading candidates.

The first one is AAPL, Figure 30. And here I want to teach you how to transition from a stand aside case to a tradeable situation as a stock's price pattern changes.

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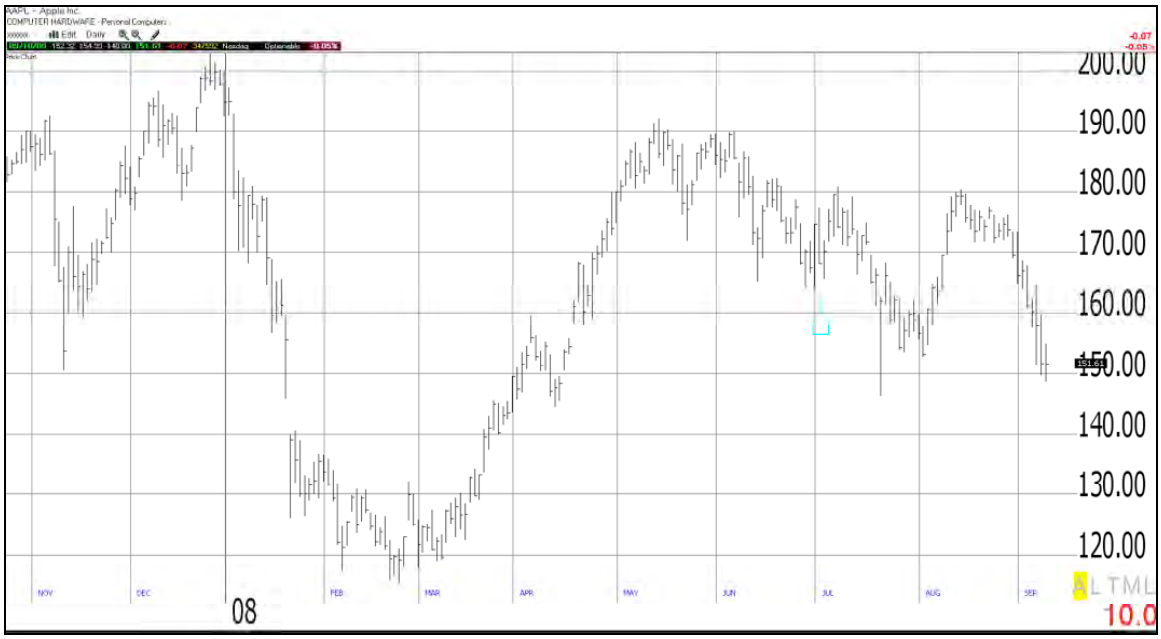

Figure 30 - AAPL

On the AAPL chart you can see wide range days and gaps from November to January, and of course that tells you to stand aside as the market traded sideways thereafter. But then in March the price action settles down, is trending higher out of congestion and is trading in a deliberate manner – no gaps - nice and easy and in a trending fashion.

And so if your trading method told you to go long in April, it would then be OK to go ahead and take that trade. After peaking in May, the market then gets back into a consolidating range and then followed by a very wide range day in July, so clearly it is time once again to stand aside until AAPL begins settling down and again trades in a deliberate manner.

Here's another example of a deliberately trading stock, CEPH, Figure 31. After some February-March wide range days and some congestion, the market begins to trade in a deliberate manner, free of gaps, wide range days, and congestion.

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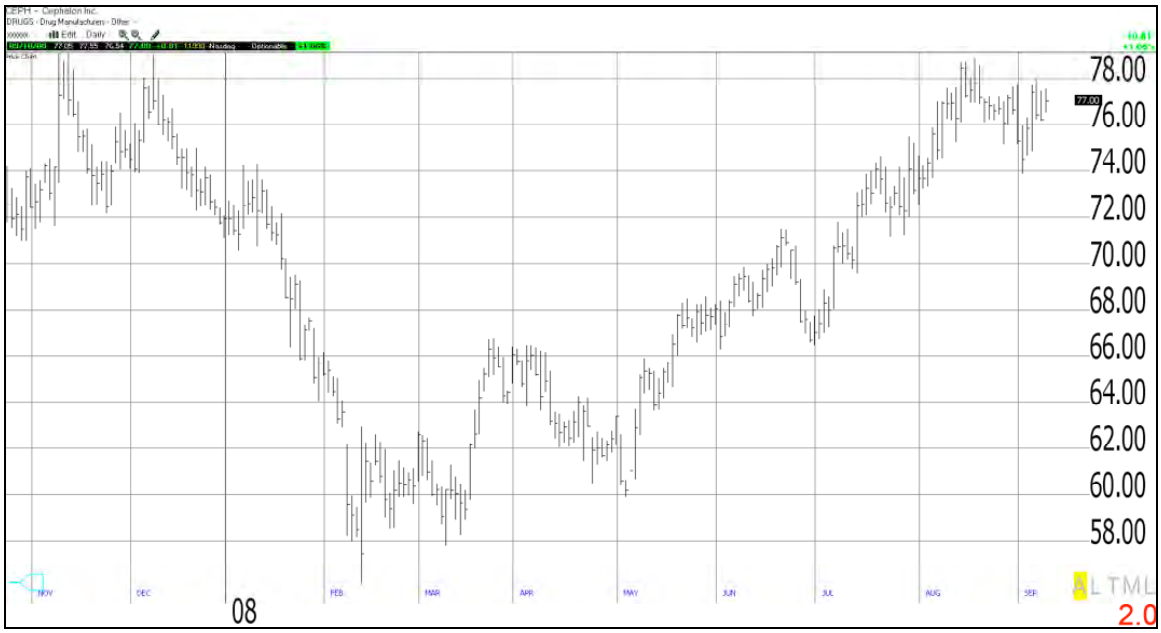

Figure 31 - CEPH

Good trading methods could have picked up the big move up from May to August, but the more important point here is that this market was trading deliberately during that entire time signaling a green light to go ahead and follow your method's entry signals. And notice how the market gets quiet towards the end of June – early July. By quiet, I mean narrower range days in a very deliberate fashion, providing an excellent place to enter a new trade with relatively low risk. So think quiet - a deliberately trading market is a quiet market. While wild swings and gaps constitutes a noisy market full of risk.

Now let's turn to MER, Figure 32. Here is another, with few exceptions, deliberately trading stock until July when there were wide swings followed by a sideways market where you would stand aside until the market quiets down and gets back into a trending mode. Prior to July, there were numerous times to enter high probability lower risk trades when the market was quiet.

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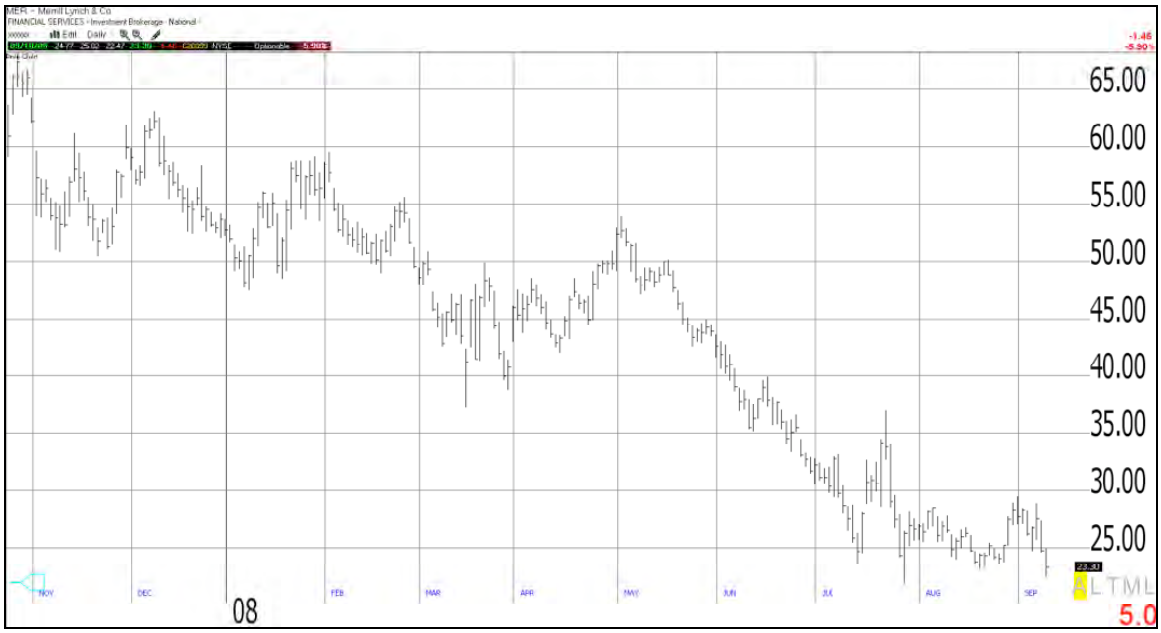

Figure 32 - MER

Here's another example, CMA, Figure 33. Another deliberate market, a little choppy in early '08, but not bad all the way into July when it got noisy.

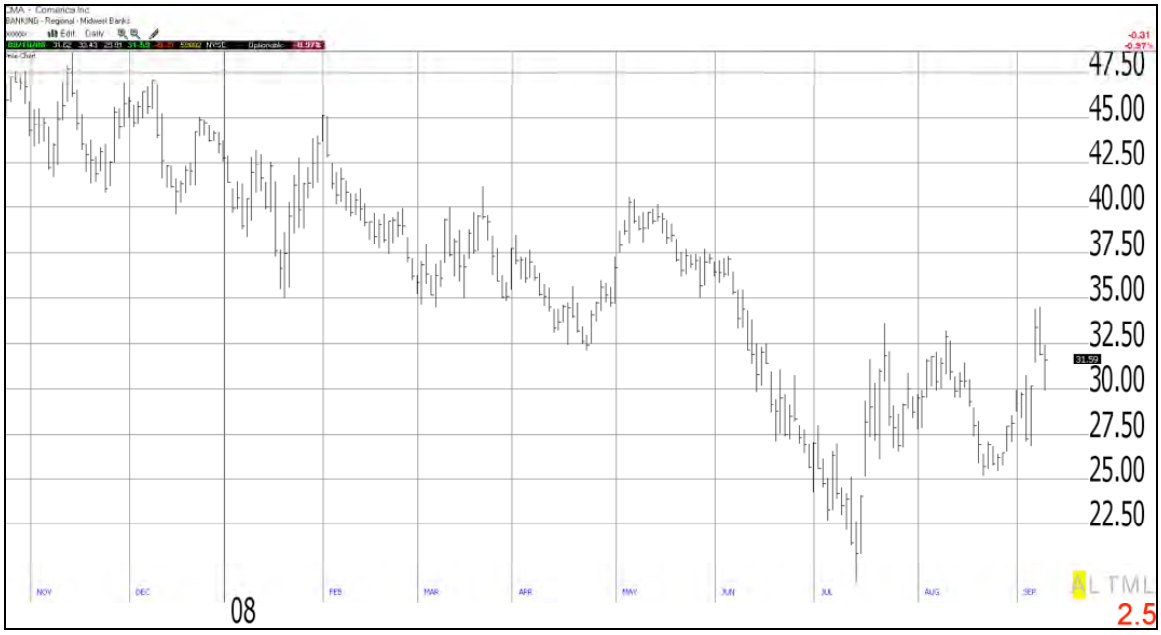

Figure 33 - CMA

Another example, PH, Figure 34. In this case a lot of movement from $65 to $85 and back down again, but you can see that it was a fairly orderly market. After the wide range days in January you would stand aside until the market started trending again in March. Numerous trade opportunities on the long and short side occurred until wide range days and gaps developed in July-August signaling

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that it was time to stand aside. I hope you are getting the ebb and flow of the markets from noisy to quiet and back to noisy and therefore when it's OK to trade and when it is better not to trade.

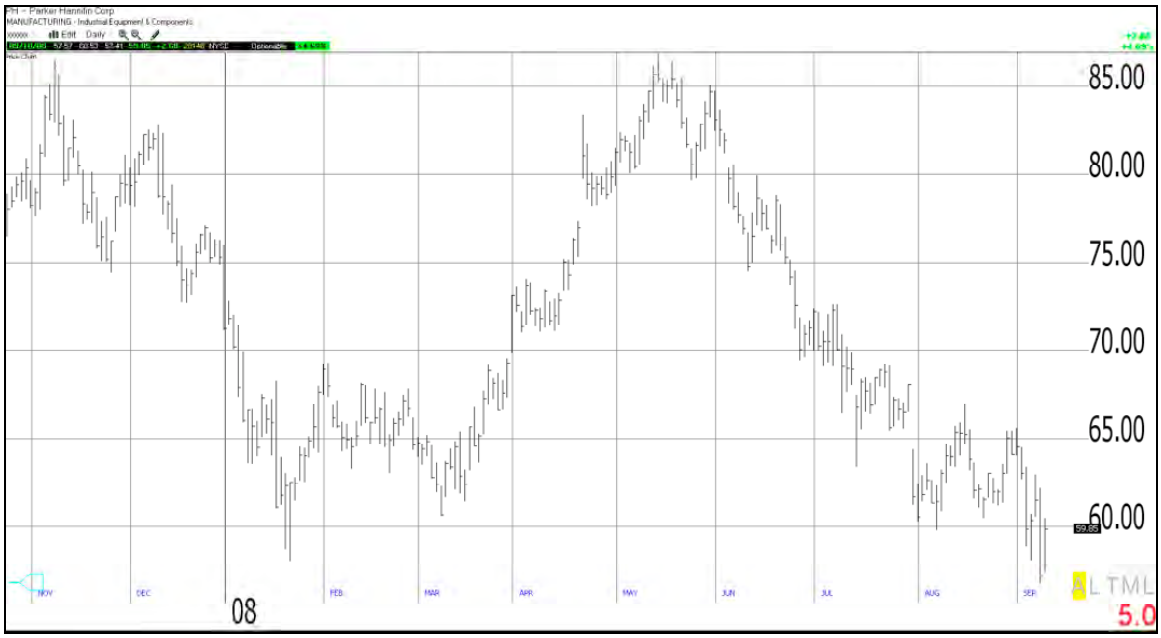

Figure 34 - PH

Look at TSO, Figure 35 - almost a perfect deliberately trading market for months on end providing numerous great shorting opportunities.

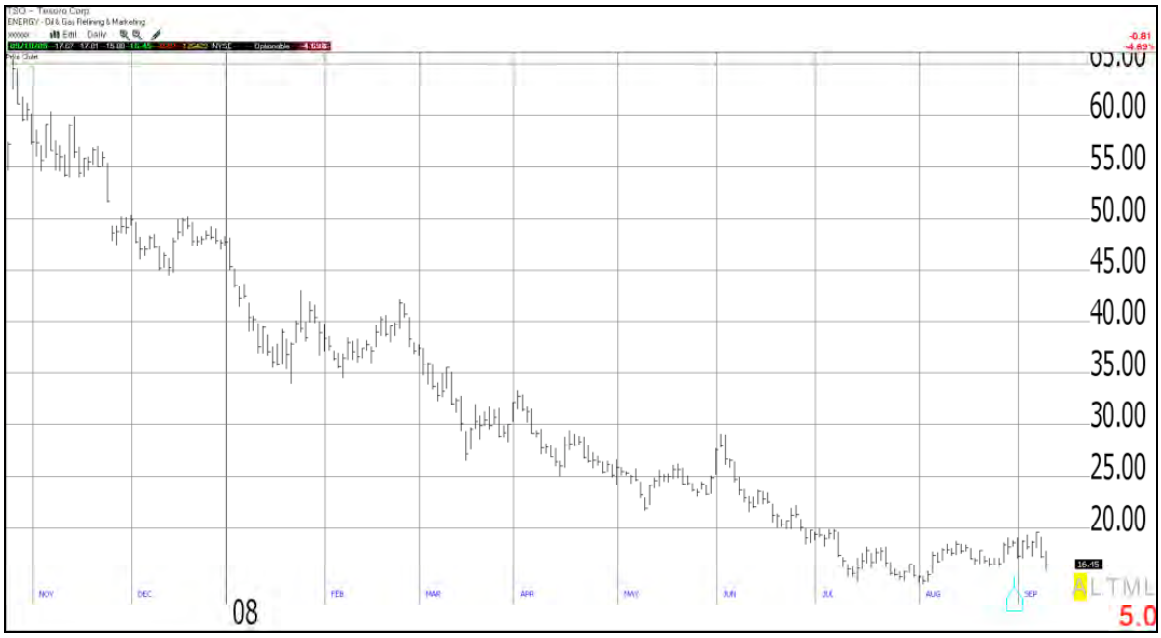

Figure 35 - TSO

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So, in summary, you can think of the five stand aside cases covered in this section as your own personal trading Risk Shield. This Risk Shield should minimize your exposure to higher risk markets and consequently should put the odds in your favor from what they would otherwise be.

And with that Risk Shield, you'll be able to identify those markets that are appropriate, that are trading deliberately, that set up high-probability, lower-risk entry points when the markets are quiet and greatly enhance the opportunity for trading success. The Risk Shield will help you in your trading regardless of what trading methods you use.

Profit Plan #5: Control Your Emotions

Much has been written on this subject in one form or another. This is the psychological, emotional, and discipline aspect of trading. This is the aspect of trading that beginners love to ignore, to their peril.

WARNING: Do not ignore this section, or think it is not as important as the other sections in this report. The mere fact that you've read this far should be a clear indication that you're still searching for ways to improve your trading. Otherwise, why were you even interested in this report in the first place?

For full mastery of disciplined trading, I would encourage you to get a good book or two on this subject, but in this report I will give you my thoughts on this important subject.

The trader's mindset is about controlling fear and greed. Fear and greed are what drive the markets, and to be a successful trader you must control these two feelings and the resulting emotions that they drive.

Greed can cause the beginning trader to jump in and begin trading before having had the appropriate trading education only to make mistake after mistake with unhappy results. Fear, on the other hand, can cause a would-be beginning trader to never take the first step towards getting educated about trading.

If you understand that trading is a business that is attempting to minimize risk and maximize profit potential, then you know that there will be losing as well as winning trades and that you must get the appropriate trading education to be successful.

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It is paramount that when you're winning, you do not become elated, and flushed with feelings of success. Why? Because the greed factor will likely kick in and then you'll begin to make serious mistakes in your trading. Like over-trading, risking too much on each trade, throwing caution to the wind, forego using stops and so on. When you're winning, you tend to feel you can do no wrong. Plain and simple, that mindset is a setup for failure.

It is equally paramount that when you're losing, you do not become upset and start beating yourself up with a negative mindset. Why? Because the fear factor will likely kick in and then you'll begin to make serious mistakes in your trading. Like trying to make up losses all at once on the next trade, by overtrading and taking on far too much risk on that one trade. You may begin to ignore stop loss points and develop such a state of fear that you will not exit a trade that is going against your position to the point of letting that trade's losses continue to grow beyond anything that was originally intended when the trade was initiated – to the point of potentially wiping out your entire account. You can become frozen by fear.

And so the successful trader is aware of this double-edged sword and maintains a calm, collected, almost detached attitude regarding both winning and losing trades (see Figure 36).

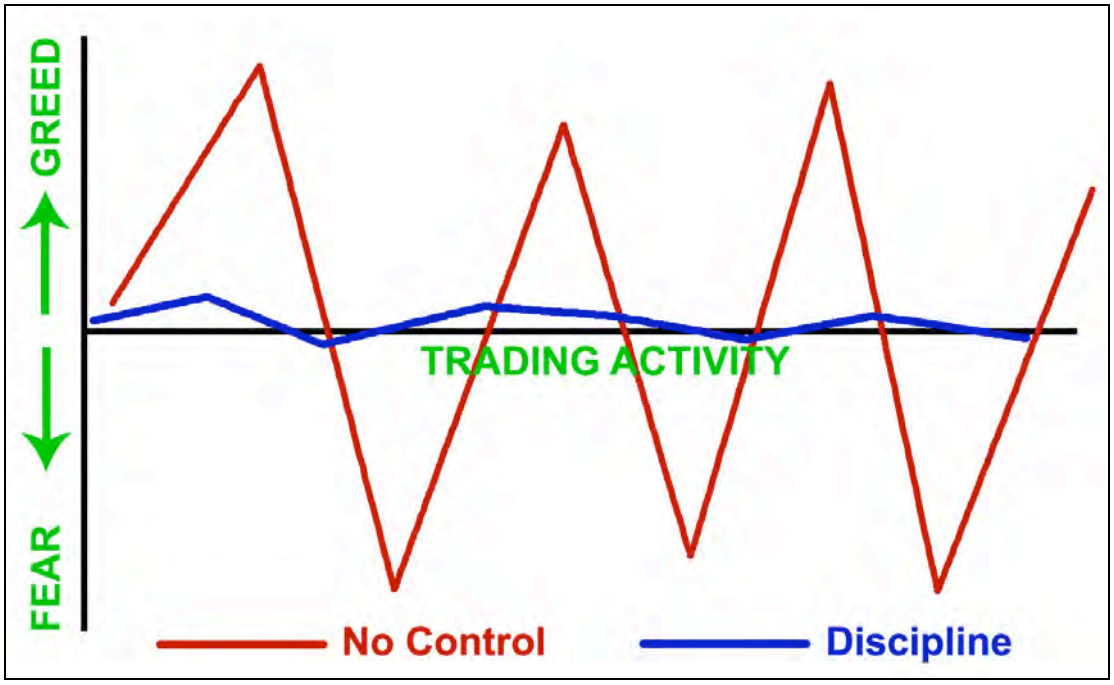

Figure 36

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Now, fear can also prevent a beginning trader or a trader who has made mistakes in the past with poor results from pulling the trigger on the next trade. This is especially common after the trader learns and masters new good trading methods, but because of the fear factor is afraid to actually pull the trigger on a new trade.

Greed drives the emotional need to believe in the Holy Grail of trading or the belief that it is possible to trade without ever losing, and then when losses do occur such a trader is shocked and dismayed and possibly gives up on trading altogether without ever understanding what happened to them.

So while most traders can understand the pitfalls of fear and greed, the question remains how to control these emotions. And while the answer to this question requires a great deal of understanding and introspection into the mind of the trader, I would like to offer a few practical tips.

1. First and foremost, I believe that you should never trade with money that you cannot afford to lose. Doing so simply puts too much pressure on you, making it very difficult to control both fear and greed.

2. Second, when trading, it is never advisable to risk more than 2% of your account size, and even a smaller level of risk for larger accounts on any one trade. Risking more has the potential to do great damage to your account, not to mention the emotional and psychological damage done. When trading by risking less than 2% of your account size you are much more likely to be able to keep fear and greed in check and remain disciplined in your trading.

3. Third, master powerful but simple methods to guide your trading. If you have not mastered a good method, then it is safe to say that you have no edge trading the markets and are doing nothing more than gambling. Your trading methods must also be as simple as possible or else you won't follow them. The more complex your trading methods are, the less likely you are going to follow those methods and be able to stay disciplined in your trading. Albert Einstein said, "The solution to any problem should be as simple as possible, but no simpler." And this certainly applies to trading methods as well.

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4. Fourth, paper trade new methods until you feel you have mastered them, and only then trade with a live account. This allows you to make all of the mistakes that are normal in the learning process with a demo paper trading account that will not rob you of your trading capital.

I believe that by following these practical tips, that your ability to develop and maintain the right mindset, keeping fear and greed in check, is greatly enhanced and a prerequisite to successful trading.

Stock Trading FREEDOM in Just 20 Minutes a Day?

As I said before, I've been teaching thousands of folks just like you how to trade the markets since 2001. Back then, there was a TON of trading information online (and offline, for that matter). And today, this information seems to have multiplied exponentially. So where do you begin? Well, trading is a very personal business and I've always maintained that you need to trade with a method that fits your emotions, trading style, and personal lifestyle.

But what are we all really trying to achieve? Honestly. It's not a digital trading account padded with a bunch of zeros is it? Sure, we all want to make a profit (a BIG profit, right?), but what we ultimately want is what that money can do for us.

There's something to be said about lifestyle, and you need to ask yourself a very personal question. What's the right mix of trading and non-trading activity for you? When it comes to balancing this, I think I've been through it all. In my early days, when I was killing myself to capture profits day trading, my life outside trading suffered and took some big bruises. I remember at least a few times where I would be in a very critical meeting at my day job, where my focus was needed 100% to truly be effective, but my mind would wander to that open trade

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I had just placed an hour earlier. So not only did my effectiveness at work suffer, but my trading did, too.

And there was also a stretch of time when I'd get home from a long day of work, see my wife and kids at dinner and then disappear into my trading "lair" with a pot of black coffee, as my wife put the kids to bed and fell asleep without me.

These are some of the events that drove me to discover trading methods that only required no more than 20 minutes a night to apply. And when I began sharing them with the world in 2001, I found out I was not alone. There were thousands of traders out there who felt just like me.

However, that's just my experience, and my story. You need to look at your story and decide what's right for you. You may love staring at charts for hours on end all day long. If that's you, I really hope it works out for you. All I know is that's not for me.

But however you decide to trade the stock market, you need to do one of two things to be successful based on my experience:

1. Dedicate years of your life to test, experiment, tweak, try, invent, etc. a good trading method on your own.

2. Invest in a good trading method developed by someone who's already gone through everything described in item 1 above.

Way back in the 1970's, I didn't understand this, so I chose option one. It took me years to finally come up with the core trading concepts that I know to be true and effective. The funny thing is, I ran into a handful of great trading methods that, had I had the right mindset and understood the concepts I talk about in this report, I probably would have avoided years of losses and frustration.

All I know is that if I had a time machine, I'd go back in time to 1974 and slap my younger self in the face and say, "Don't even think about it. Good methods already exist. Find them, and trade them." I'd also give myself a copy of this report!

So, some traders whine and complain about spending money to learn how to trade. Or they moan about having to subscribe to a monthly data feed service for good trading data. I just don't get it! Trading is a serious business. In the broader picture, I believe spending money on trading education or on charting software is an absolute necessity for quickly reaching your trading goals. Sure, you can go to the library or read every free article you can find online. I look at it this way:

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You're going to spend the money one way or another <u>learning how to trade</u>; either in losing trades over time, or upfront in <u>good trading education</u>.

Let me be clear. This report is not a trading method. It's merely a collection of ideas and plans you can use to put together your own trading regimen. Yes, I believe it contains some very good information that can be used with any trading method on the market, whether it's your own or someone else's. But this information is only one piece of the larger trading puzzle.

Personally, if I can learn just one new insight or one new nugget of information when I'm evaluating a new trading method, then whatever time or money I invested in it was totally worth it to me. And as you become a more experienced trader, you'll see some of the same concepts covered again and again in various trading methods and courses. But that's OK!

Remember what I said about simplicity. You don't need an overly-complex method to be successful. If you learn just one new technique, or if you see a familiar concept rephrased in a way that creates new clarity for you, then your time and investment in that method should have been well worth it. This is making gradual improvements to your trading success over time, and it's something I believe all of us as traders should strive for.

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Why Are You Interested In Trading?

As you're digesting and assimilating all the information in this report, I want you to think about the underlying, core reasons why you're actually interested in trading the markets. For most traders, it's because you want to improve or change something that's not working for you.

So, to help you out, please take a few minutes and complete this short activity that I learned from Stephen Pierce a few years ago. I think you'll find that it will help you clarify where you are, where you want to go, and what it's going to take to get there. If you haven't already done so, I highly recommend you print this entire report out so you can actually write on it and fill in your answers to these questions. I've found by doing it that way, this exercise will be much more effective for you.

Now, here's some good news and bad news. The bad news is that the odds are strongly against you completing this activity. Why? Because most people think they just need the 'hard stuff' when it comes to trading, and spend no time working on their 'mental edge'… but most people don't succeed in the markets, either. Go figure.

And the good news? If you're unlike most people and actually take a few moments to complete this activity, then <u>you'll automatically have an edge over all the traders</u> who refuse to do it. Think about that for a minute…

(By the way, if you're an analytical person like I am, you might find this activity a little weird or uncomfortable – I know I did! But trust me, it forces you to think about what you really want in life, and the first time I did this activity, it was very profound for me. So if you're feeling a little resistance, go ahead and smash through it and commit to taking the first step to creating the future you want RIGHT NOW.)

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Market Mastery Profit Plans

1. What is your ultimate dream? This can be anything you want (for example, retiring early, traveling the world, sending your kids to college, starting your own charity, etc). Describe as if you already have and are currently experiencing it right now (for example, "I retired at age 40 and am currently on a world travel tour with my wife. So far, we've visited Italy, Spain, and Portugal, and have 8 more cities to visit this year.")

   _____

   _____

   _____

   _____

2. What does your dream look like? Describe it in as much detail as possible. (Continuing with the example above, "My wife and I are healthy and happy as we effortlessly travel first class from country to country. A private limousine picks us up at each airport we land at whisks us off to the next 5-star hotel.")

   _____

   _____

   _____

   _____

3. What does your dream feel like? Again, use as much detail as you can. (For example, "It feels so good to be free and to be close to my family. The stress and strain I used to wake up with when I struggled to make ends meet is now gone. I feel totally relaxed and in control for the first time in my life.")

   _____

   _____

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4. Write down 5 compelling reasons why you MUST transform this dream into reality. (For example, "My kids are getting older, and I MUST spend more free time with them before they grow up and move away.")

   1) _____

   2) _____

   3) _____

   4) _____

   5) _____

5. Finally, write down 5 things that MUST CHANGE in order for you to achieve your dream. (For example, "I MUST dedicate at least 20 minutes every day to studying successful trading mentors", or "I MUST find a good trading method I can rely on so I can have confidence in placing trades".)

   1) _____

   2) _____

   3) _____

   4) _____

   5) _____

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Now, save these pages and keep them somewhere where they can be reviewed every day. Even though I did this a few years ago, I still keep my answers next to my trading computer. It inspires me to stay focused and on target, and I hope this helps you do the same.

Summary

Well, that's it for this report, my ***Market Mastery Profit Plans***. I really hope you have a better understanding of what I believe it takes to dramatically increase your profit potential in the markets.

It's important that you go back and re-read this entire report at least once. You'll likely pick up some critical concepts you missed the first time through.

I'd like to thank everyone who took the time to send me their top questions and concerns. In doing so, you helped a lot of traders who will read this report. And I hope you got at least one useful nugget of information about stock trading. Remember, you are not alone in your quest to successfully trade the markets – as always, I am here to help you.

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"Market Mastery Protégé Program" Release Date: Tuesday, September 30th, 2008

Finally! After a year and a half of testing with a very select group of individuals, I'm about to release 950 copies of my **Market Mastery Protégé Program** home study course to the world on **Tuesday, September 30th, 2008**.

This groundbreaking course is all about achieving stock market **FREEDOM** in just 20 minutes a day, and it will be released at 10am Eastern (New York time), on that Tuesday.

I can't wait for you to get your hands on this! It's a complete, step-by-step guide that shows you some of the most powerful and fastest ways to trade the stock markets. But instead of showing you how to trade just one method, the Market Mastery Protégé Program reveals four complete methods that dramatically increase your ability to potentially pull more profit out of the markets.

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1 + 1 + 1 + 1 = Market SYNERGY

Those of you who have been following my teachings know how much **I LOVE TRADING!** Even though I have a solid set of methods and techniques I use for my own trading, I'm constantly tinkering around in my "trading lab". Besides spending time with my family, it's what I like to do in my spare time. Some people like to play golf. I'd rather be trading.

Early last year, I observed how most trading methods are great for one type of market move. This is fine, but what happens is that if you only trade that one method, you will begin to notice long periods of inactivity in your trading.

Now, there's nothing wrong with just trading one method. In fact, I'd rather that you trade **LESS** using a good method, than trade **MORE**. However, I also knew that a lot of potential profits were being left "on the table" by only trading with one method.

So I went to work to identify the general types of market moves that occurred again and again, through my analysis of countless historical stock charts. I logged a ton of hours doing this, but after my analysis, I was extremely confident that I was on to something BIG.

After quite a bit more work, here's what I discovered: that most stock charts exhibit four different kinds of distinct market moves that are tailor-made for short-term swing trading. After that discovery, and even more analysis, I applied my time-tested trading principles to designing and developing a custom-made trading method for each of these four kinds of market moves.

When I was finished, **I was exhilarated**. No, I hadn't discovered any kind of Holy Grail (remember, that DOESN'T EXIST). But what I had created was a 4-pronged

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approach to trading that **I could apply to almost ANY stock chart, again and again**. Further, by following my specific entry and exit rules, I knew EXACTLY what to do, no matter what the market did, **EVERY SINGLE TIME**.

And to top it all off, I made sure I could apply all four methods in 20 minutes or less every night, after the markets closed.

It really looked incredible to me… but I wanted to hand-select a few of my best students to see how they liked it.

My Private Group Mentoring Program

So what I did was create an exclusive, invite-only group mentoring program. I specifically designed it to be my "flagship" stock trading training. And I knew it wasn't going to be for everyone.

First, it was extremely expensive. I did this for a few reasons. One, to weed out the less serious traders; but the main reason was because this private group of traders got a lot of my personal time, every week, for over a year and a half. And my time is very valuable to me (and I know yours is, too).

While it was somewhat exhausting for me, I really enjoyed doing this. I learned a lot about what my students liked and wanted to see more of, but more importantly, I got a ton of validation that these four methods were AWESOME…

…and also that anyone could learn how to trade them!

So after a year and a half, I finally decided to release the home study course from this program to the world.

And the great news is that **you'll be able to get it at a fraction of the cost of the original program**. This may be the only time this will happen, so if this sounds interesting, keep reading.

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My Competitors Are Jealous

Figure 37 - Bill Poulos in his office

If you've seen any of my recent trading courses, then you got to experience the leading-edge technology I invested in to teach my methods in the most effective way possible.

I used the exact same technology to record all the materials for the Market Mastery Protégé Program, including a stint in my son and partner, Greg's, $20,000 professional recording studio. He uses it from time to time to record music, but we've also been using it since 2001 to record the highest-quality training we possibly can.

I probably didn't need to do this, but it's really important to me that you enjoy the process of learning, and that's one of the reasons I took the extra steps and spent the extra time and money to create what I think is **the highest quality stock trading home study course I've ever seen. Period.**

Many traders are going to be totally blown away when they learn the contents of this course. And not only that, the stock trading education community is about to get turned on its ear. This course is going to raise the bar so high that I personally think other sub-standard courses will need to be completely

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overhauled and re-done if they hope to compete with the quality, content, and effectiveness of the Market Mastery Protégé Program.

(In fact, at least one of my competitors was so impressed that he privately told me that he is planning on re-doing all of his courses using the same technology we used to develop the Market Mastery Protégé Program.)

How the Market Mastery Protégé Program is Different From Other Trading Courses

I kind of already touched on this earlier, but I wanted to revisit it here. A common question I have been receiving is, "How is this course different from all the other stock trading courses out there?" The other one is, "If I already have a good stock trading course, do I need this one?" These are fair questions.

Here are the answers: This course is different from all the other stock trading courses that I've seen because it **drastically compresses the amount of time you need to spend actually trading** (20 minutes a night) by giving you not one, but four complete, step-by-step methods that let you jump on the swings I teach you to spot again and again in order to maximize your profit potential.

And do you need it if you already have a stock trading course? It really depends on you. If you're already successfully day trading, or enjoy spending a lot of time staring at charts, and aren't interested in only spending 20 minutes a night trading, then this course may not be for you. However, if you're like me (and most of my readers) and want to

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learn how to spend as little time as possible trading (while potentially pulling in more profit than even the most diehard day traders), then the Market Mastery Protégé Program is definitely for you.

One more question I've been getting is, **"Is this course similar to your other trading courses?"** And the answer to that one is this… the Market Mastery Protégé Program is similar in its goal of teaching you step-by-step trading methods you can own for life, however, it contains 4 totally unique and brand new methods I designed specifically for the nuances and "personalities" of the four market conditions I teach you to take advantage of in the course.

I made sure this course could be understood by both novices and experts alike, so if you consider yourself the latter, you can probably skip over all the introductory material and begin trading even more quickly. And I'm certain that you'll still find massive value in the Market Mastery Protégé Program.

Anyone who knows me knows that I am all about seeking the truth and discovering trading tactics that WORK. I just don't care about the opinions or ideas of other so-called "gurus". I only care about results. And this is the exact reason I created my Market Mastery Protégé Program course. So I can teach honest, hard-working traders (just like you) more of the strategies, tactics, and trading philosophies I have worked so hard to discover over the past 30+ years that can potentially improve their trading results and bottom line. ***Period***.

Who is The Market Mastery Protégé Program For?

The Market Mastery Protégé Program is perfect for you if you have any interest in spending as little time possible trading, while maximizing your profit potential in the markets as much as possible.

Furthermore, this program automatically encompasses all 5 "profit plans" that I've revealed in this report. The Market Mastery Protégé Program will teach you to:

1. Become an Independent Trader
2. Trade Short-Term Trends
3. Use a Good Trading Method (four of them)
4. Know When NOT To Trade
5. Control Your Emotions

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So, depending on where you're at in your quest for trading success, this could be the fastest way for you to get there.

Here's What's Inside the Big White Box

The Market Mastery Protégé Program contains 13 CD-ROMs of hands-on, step-by-step "video screen capture" tutorials that will let you discover the exact strategies and tactics that will help you find those spots in the stock markets where major short-term swings are about to be established. And I teach you how to potentially profit no matter which way the markets move. I also include 9 "trading blueprints" that summarize each of the four Market Mastery Protégé Program methods so you have a handy, "at-a-glance" summary you can keep right next to your trading computer so you always know exactly what to do – every time you place a trade.

There's also a 442-page full-color transcript and reference guide with all the charts used in the CD-ROMs. My students really love these reference guides because it's very easy to flip to any page to get a quick refresher on the concepts you learn on the CD-ROMs. Also, in order make sure you get off on the right foot, I include a 12-page Quick Start Guide that answers the most common questions about how to study and learn most effectively with the Market Mastery Protégé Program.

I'm currently in discussions with some of my trading associates and I'm working on even more surprise bonuses and "add-ons" that I'm going to include with the course. I don't want to mention anything just yet, but I think you'll be really surprised when you see what else I'm going to include. I'm doing my best to "pull

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out all the stops" to make sure you get the absolute best stock trading learning experience on the planet!

Why Am I Doing This?

Some of my readers ask me, "Bill, why do you spend so much time helping us out?" Good question, indeed. I do spend an awful lot of time answering questions from not only my students, but subscribers to my free email reports, too. Here's the deal – as I said before, I really do love trading. No kidding around. I'm what you might call a "trading nerd". Those that know me should be surprised, however, because I was trained as an engineer and I have a master's degree in finance.

And in case you were wondering, it's not just about the money. Sure, I'm running a business, but honestly, I don't need the money from my trading education business to survive. I have a solid pension from 36 years as an automotive executive, IRAs and 401(k)s that pay me every year, and I also have another completely separate automotive consulting business that requires very little of my time, but has earned me more than most people make working a full time job. So if you pull my trading business completely out of the picture, my family and I are very comfortable. ***We are truly blessed.***

That's why with my trading business I decided to pay my employees very well, and I decided to pack as much value as possible into all my products. I also believe in giving back and donating to my favorite charitable organizations. So I think I'm really lucky and in a unique position because I don't need to put myself through any unnecessary financial stress, which gives me the luxury of taking my time to really help out my students.

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I've lived an amazing life so far, and at my age it feels so good to be able to help so many people out from around the world. I think this is my true calling in life, and I'm really glad I'm able to be able to mentor and coach so many traders so that they, too, have the real potential to achieve the freedom they're looking for.

Can You Do It, Too?

A question I get asked a lot is, "I'm not sure if I have what it takes to be successful with your trading course. Can I achieve the same results as and be as successful as your other students are?" This is a natural concern and a fair question…

…and here's the answer: You don't need to have a master's degree in finance like I do, nor do you need to have over 30 years of experience riding the emotional roller coasters of the markets. All you really need is the desire and drive to want to improve your stock trading, and then the ability to "pull the trigger" and take action on what you've learned.

Can you do it alone? Maybe, it certainly is possible. But the question then becomes, "How long will it take you, and how much money will the market suck out of your trading account before you figure it out?" I know. I've been there.

But I also know for a fact that even if you only learn and apply just one of the four methods I expose to you in the Market Mastery Protégé Program that you'll be trading with 100% confidence from day one and you'll also be using time-tested trading principles that 90% of all stock traders don't even know about.

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"Stock Trading Risk Shield" Video Online For You To Watch

I just put a brand new, "insider" video online for you to watch. It's called the **"Stock Trading Risk Shield"**, and quite honestly, I would NOT place another trade until you watch this video. I'm serious.

It reveals 5 specific times when I believe you should NOT be trading at all. So what that basically does is create a sort of "risk shield" you can use all the time, which will dramatically reduce your risk in the markets… so while other traders are getting clobbered in the markets, you're standing on the sidelines with your "risk shield", waiting for the right time to get back in.

Go to this web page right now to watch this brand new video:

www.marketmastery.com/6pack

On that page, underneath the video, you'll see a manila folder asking for your First Name and Primary Email Address that gives you free access to my **"Priority Insiders"** list. It looks like this:

Don't worry, you don't need to enter your name and email to watch my Stock Trading Risk Shield video… however, if you have any interest in securing a copy of

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the Market Mastery Protégé Program, I highly urge you to go fill out the form on that page and join the "Priority Insiders" list **NOW**.

Why? For 2 very specific reasons –

1. I'm limiting the initial release of the Market Mastery Protégé Program to only 950 copies because I want to make sure that I'm able to support my charter group of Market Mastery Protégé Program students. I used this approach successfully last year with another one of my trading courses and the students that were lucky enough to get a copy really appreciated the personal attention. Plus, I just don't believe it's fair to sell 5,000 copies of this course when I know in my heart that there's no way I could support that many new students right now.

2. I'm also limiting this release to only 7 days. After 7 days, I will remove the order page, even if I have not sold all 950 copies. Why? Because I don't want to worry about shipping out more copies of the Market Mastery Protégé Program every day. I don't want to spend time answering ordering questions. I would rather put my energy into making sure all my students that took action and purchased their own copy of the course during the first week understand the materials and have all of their questions answered in a timely manner.

So it's either 950 copies or 7 days, whichever comes first. If I have copies left over after the first 7 days, I will not sell these until I am certain that the new batch of students is successfully getting the support they need and things are running smoothly and flawlessly. But if history is any indicator of what's going to happen, these 950 copies ***will*** sell out, and rather quickly.

Now, if you don't get your copy during the first 7 days, I can't guarantee when the Market Mastery Protégé Program will be available again. It may be 4 weeks, it may be 4 months… it could be a year.

All I know is that if you don't claim your copy during the first 7 days, you WILL have to wait to get your copy, and maybe a long time. This is not a marketing gimmick. Here's the web page my developer just put together for me – this is exactly what you'll see on the order page after the first 7 days are up:

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So if you have ANY interest in picking up your own copy of the Market Mastery Protégé Program when it's released, you really need to join the "Priority Insiders" list. The traders on this list (based on first-come, first-served) will have their courses shipped first.

I will even send the "Priority Insiders" a special order link that will be activated **ONE FULL HOUR** before the official release time. That means they can get their hands on the course at 9am Eastern Time on Tuesday, September 30th. One hour might not seem like a lot to you, but I've watched my own trading courses

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sell out in the past very quickly, so one hour may be that extra time you need to guarantee you receive your own copy of the Market Mastery Protégé Program.

Now for some pricing information.

Versions of the Market Mastery Protégé Program that include the group mentoring portion sell for over $10,000, depending on the amount of mentoring.

Now, of course, you're not going to pay that. Because I'm finally releasing the home study course portion of the program I'm able to drastically drop the price.

I'm still finalizing the numbers, but I'll announce the final price on Tuesday, September 30th.

Regardless of the final price, I have already decided to offer a payment plan so you can split your investment into three payments over three months. This makes it ultra easy to get started right away, and is always a popular request from my students, so I'm happy to do it for them and for you.

Here's what else I know… I've spent tens of thousands of dollars of my own money over the past three decades just on trading education: books, tapes, CDs, seminars, etc. You name it, I've probably seen it. And I've also sacrificed the better part of my younger days locked away in my study, my nose pressed against the charts, trying my best to watch my kids grow up, but quietly wishing I could have spent less time studying and more time with my family. So, while I still love trading, it HAS taken a toll on me over the years, both on my wallet and on my personal life. And it would not have been possible to put together the information contained in my Market Mastery Protégé Program course without that kind of personal sacrifice. But thankfully, you don't have to go through what I did when you become a student. I essentially give you the culmination of my life's work in the markets on a silver platter.

You should also know that my actual paying students have told me in the past that I should NOT be selling my trading courses for the prices I sell them at – they think I should raise the price dramatically because they don't want too many people to get their hands on this information.

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Success Stories From My Students!

Here are just a few of the kind words my students have sent to me about their experiences with my trading programs. Success stories like these really drive me to keep helping as many individuals as possible. I hope you have a chance to send me your own success story in the future!

"Love what I have learned thus far with Market Mastery. Today, I made a ton of money on TSO. Using Method 3, I picked TSO from my list. By the way, I almost always trade options. I bought a call for $11.10 at market open and it closed a little over $17. That's more than $3,000 in profit today alone. The other stocks I picked all made money too."

--Steve K., New York, NY*

"As you know, this method does work, thanks to all your hard work... getting sense into my hard head. Never had a mentor before. The program is what got me to my present state of confidence, and understanding. Just as my flight instructor said so many years ago... I now have a license to learn. And thanks for the continuing opportunity to 'keep in touch'."

--Dave H., Anchorage, Alaska*

"I just want to let you know how pleased I am with the MMPP program and to let you know how much I have learned. I am very much enjoying it and am having some nice successes... I have not had many questions for you on these programs, and I believe it's because you have done such an excellent job of putting the material together and presenting it in a way that makes it easy to learn. Thank you Bill for giving me my money's worth and then some with these programs!"

--Steve R., Enumclaw, WA*

*No representation is being made that these results can or will be obtained in the future, or that losses were not incurred subsequent to the date on which the testimonial was provided. There is a substantial risk of loss associated with trading forex, futures, stocks, and options. Only risk capital should be used.

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Next Steps

Lastly, I'm so convinced that you'll benefit from my new course, I'm going to have a money-back guarantee on the priority enrollment form when it's released to you on Tuesday, September 30th, 2008.

Well, that's about it for this report, my ***Market Mastery Profit Plans***. I really hope you've found some value in this report that will help you in your trading. Don't forget to watch the free video that reveals my Stock Trading Risk Shield. And don't forget to join the "Priority Insiders" list. Here's the web page again where you can see the video:

www.marketmastery.com/6pack

Good Trading,

Bill Poulos

P.S. You can track the progress of the Market Mastery Protégé Program release and make comments on the information in this report by visiting the Market Mastery Protégé Program news site at www.marketmastery.com/news.

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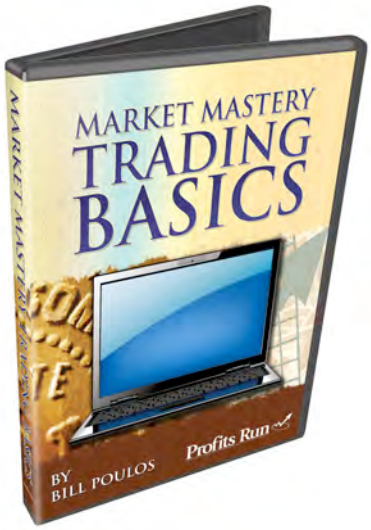
The Market Mastery 6-Pack

Ready for more stock trading training materials? Go ahead and access the rest of the Market Mastery 6-Pack materials below:

Market Mastery Trading Basics

(Release date: Wednesday, September 17th, 2008)



I recorded this video series especially for beginner stock traders. You'll learn the essential basics of technical stock trading, along with a walkthrough of some actual trading and charting software. I stick to what you need to know, so you can begin trading ASAP.

This is the actual bonus module that you get on CD-ROM as part of the Market Mastery Protégé Program home study course.

Access the Market Mastery Trading Basics videos here:

www.marketmastery.com/6pack

Doom & Gloom Trading Secrets

(Release date: Thursday, September 18th, 2008)

In this video, you'll discover how individuals that are dependent on the so-called media experts for trading advice generally run scared because of the "doom & gloom" scenarios painted nearly every day in the news…

…and how select groups of traders know how to turn this "doom & gloom" into profit opportunity, again and again.

Access the Doom & Gloom Trading Secrets videos here:

www.marketmastery.com/6pack

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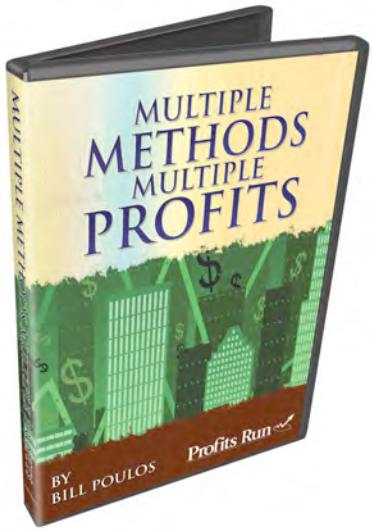
Multiple Methods Multiple Profits

(Release date: Friday, September 19th, 2008)



In this video, I reveal the importance of having multiple methods as part of your trading toolkit. You'll see the types of methods required if you want to truly take advantage of all the different kinds of moves the markets tend to make.

Once you understand how multiple trading methods can work together synergistically, your potential for spotting profit opportunities can increase significantly.

Access the Multiple Methods Multiple Profits videos here:

www.marketmastery.com/6pack

Simple Swing Trading Options Strategies

(Release date: Saturday, September 20th, 2008)

While options trading can add a great deal of leverage to your trading, you need two things for potential success: an underlying solid stock trading method, and a complementary options strategy.

In this video, you'll see how options trading doesn't need to be complicated, as I reveal a simple options trading strategy you can use with swing trading methods.

Access the Simple Swing Trading Options Strategies videos here:

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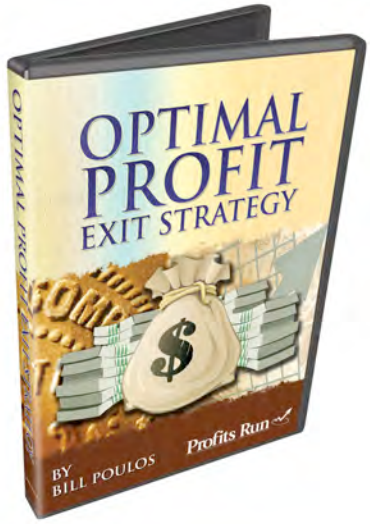
Optimal Profit Exit Strategy

(Release date: Sunday, September 21st, 2008)



Successful traders know that before you even place a trade, you must have a step-by-step plan for your exit strategy already figured out. That way, no matter what happens in the market, you know exactly what to do. Every single time.

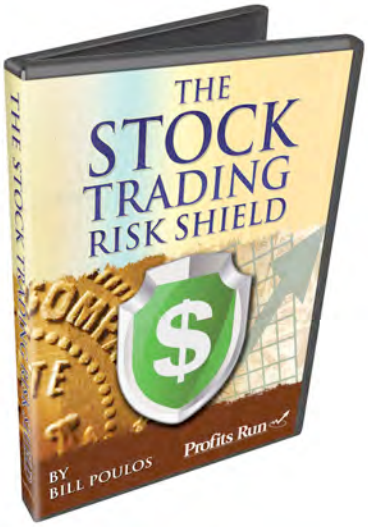
In this video, I reveal my Optimal Profit Exit Strategy, which is the cornerstone for many of my trading methods. It's designed to help you take as much profit as possible out of your trades.

Access the Optimal Profit Exit Strategy videos here:

www.marketmastery.com/6pack

BONUS: The Stock Trading Risk Shield

(Available NOW!)



The Stock Trading Risk Shield reveals 5 times when you probably should NOT be placing any trades. Remember, you want to maximize your odds of success, so knowing when NOT to trade will automatically give you a sort of "risk shield" to keep you out of trouble.

Access the Stock Trading Risk Shield videos here:

www.marketmastery.com/6pack

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