


FINANCIAL TRADING 3.0:

What You Don't Know
WILL Hurt You



Imagine Regular, Lower Risk
Cash Flow You Can Count
On Like The Sun Rising.

“Financial Trading 3.0: What You Don't Know WILL Hurt Your Portfolio”

**Imagine Regular, Lower Risk Cash Flow You Can Count
On Like The Rising Sun**

**If you're still relying on just trading stocks,
then you're missing out big time**

Dear Traders:

Hi, this is Ron Haydt from MarketTamer.com. Welcome to this short introduction to the most exciting trading vehicle ever invented: **Options!**

Although options can be used successfully in many areas other than the stock market, such as bonds, Forex, futures, commodities, etc. – for the purposes of this report, I’ll stick with stocks.

But be forewarned...

Once you TRULY understand options and how they work, ***you may never want to go back to trading stocks again!***

Now I know that some of you might actually be afraid of options. You’ve bought into the myth that options are somehow “risky” and should be avoided by anyone except the most seasoned professional traders.

Or maybe you’ve heard that 90% of options expire “worthless”, so why bother learning to trade them?

Well, in this short report, I want to dispel some of those rumors, myths and misconceptions about options. And I'm going to reveal why RIGHT NOW, even in this rollercoaster market, is the best time to start trading options.

I want to help you understand what options truly are, and how they can actually boost your trading profits and act as a hedge to protect your portfolio from adverse market conditions.

No doubt about it, risk is a major factor in the market. And the BEST way to handle that risk is through the proper use of options.

Ready? Let's get started...

Options 101

First of all, what exactly is an option?

Well, in the stock market, an option is simply the right... but not the obligation... to buy or sell a stock at a certain price, by a certain date.

That "certain price" is called the Strike Price. And the date is called the Expiration Date.

If you want the right to BUY a stock, that's a CALL option.

If you want the right to SELL a stock, that's a PUT option.

Now here's the fun part...

When you buy options, you have LIMITED risk, and virtually UNLIMITED reward. Your risk is limited to the price you paid for the option. That's the MOST you can ever lose in the transaction!

But if you bought a call and the stock goes up and up and up... chances are you're making money all along the way. On the downside, if you buy a put and the stock craters to zero, you're also making money all the way down.

Are you starting to see the benefits of options over stocks?

Let's look at some more...

The Many Benefits of Options Over Stocks

First of all, options provide you with "more ways to win" than with stocks.

What do I mean by that? Well, let's take a look...

Say you buy a few shares in a company you like. What can the stock do after that? Just one of three things...

1. The stock can go up. Great! You're making money.
2. The stock can go down. Not so good, now you're losing money.
3. The stock can go sideways. Also not what you want to see. Now your money's dead in the water. Or you'll lose money if you sell due to the commissions. Not to mention the "opportunity cost" of this dead money not being used in another more favorable opportunity.

So if you buy a stock, you only have one way to make money – if the stock goes up in value. But with options, you can make money in two of the three scenarios, and not lose as much in the third.

Here's how that can be done...

Let's say you bought that same stock. Only this time, we're going to use an option strategy called "selling covered calls" against your long stock position.

Now, if the stock goes up... you still make money.

If the stock goes down, you're still going to lose money, but NOT AS MUCH as simply owning the stock outright.

The reason?

Because you're collecting premiums from selling the calls. That will offset your stock losses somewhat.

The real change is in the third scenario, when the stock does nothing but sit there.

This time, you're going to MAKE MONEY, not lose money. That's because of the calls you've written against your stock position. Remember, you're collecting those nice premiums along the way.

So as you can see, with the proper use of options...

1. If your stock goes up, that's good – you still make money.
2. If your stock does nothing, that's good – you still make money.

3. If your stock goes down, you still lose, but not as much – that’s better.

And that’s just one of many strategies you can use with options that will provide you with maximum flexibility over simply buying and selling stocks.

Also, options are MUCH less expensive than buying the stock outright. You do not have to put out dollar for dollar the price of the stock. That gives you tremendous buying power and leverage.

Bottom line, options provide you with more cost efficient, lower risk alternatives other than buying or selling stocks.

So let’s dispel the “options are risky” myth once and for all.

With the proper option strategies, you will have MUCH LESS RISK than buying or shorting stocks outright!

So there’s no reason to be “nervous” about trading options. And the “options are risky” belief is just one myth of many about options. Let’s blow away some more...

The TRUTH About Options!

OK, I’ve already disproved the common belief that options are too “risky” to use by the amateur trader. This myth may have been started by certain so-called “experts” who don’t have a clue themselves about the right way to use options in trading and investing strategies.

Nope. When used properly, options are not the speculative, risky instrument they’re made out to be. In fact, they can REDUCE portfolio risk to NEAR ZILCH!

Options also allow extreme flexibility in your trading and investing programs. Not only can they protect your portfolio or trading account against adverse market conditions, but they can help SEAL IN your profits as well!

They can even be used to “repair” a losing trade!

Think of options being able to act as an “insurance policy” for your investments. Because that’s exactly what they can do.

They can enhance profitability as well.

And as I’ve already stated, they provide you with more ways to win.

Starting to feel more comfortable about options? You should be.

But what you don't know WILL hurt you if you're not careful. Let's look at some common mistakes made by "newbie" option traders, so you won't make them...

Financial Trading 3.0 – What You Don't Know WILL Hurt Your Portfolio!

First and foremost, I'd say the number one mistake made by beginners is that they think they understand options without the proper training.

Unfortunately, there are a lot of scam artists in our business. You've probably seen their "come-ons"... promising to teach you how to take \$500 and turn it into multi-millions virtually overnight... and all you have to do is take their "one-day" seminar.

But when you do... it's always "but for the REAL stuff, you need to attend my \$5,000 Boot Camp"... or "buy my \$3,000 software that will virtually print you money trading options"... and on and on.

Folks... that's Fantasy Land. And no way to learn options trading.

It really enrages me, because so many people get turned off from learning the PROPER way to trade options, and making realistic money in the real world.

And I've made it my mission to help as many traders as possible do exactly that.

Another HUGE mistake made by rookie option traders is not understanding the effects of time and volatility.

You see, options are not just based on the stock price. They have a time limit on them as well. And that passing of time – or "time decay" – has a major effect on the price of the option.

And let's not forget volatility as a factor of option pricing. The truth is... volatility ALONE can create profit or losses in a position regardless of what the underlying stock does.

So... to be a successful option trader... you MUST understand how time and volatility affects your trading.

And here's one last critical mistake rookie option traders make...

Never, EVER use a Series 7 stock broker for your option trading advice. These brokers are not trained in options trading. And truth be told... they are not SUPPOSED to be.

That is not their job, and not what they do.

So do your own homework, and make your own trades. With proper training, you'll know more than 99.99% of the Series 7 brokers out there.

To wrap things up, let's summarize why options should be a weapon in every investor's and trader's arsenal...

The Raw Power Of Options

I've just scratched the surface in this short report about the power of options. Options are truly the one perfect investing and trading vehicle ever devised.

With the proper use of options, you can:

- **Achieve maximum flexibility in your trading and investing efforts**
- Minimize risk
- **Enhance profits**
- Find more ways to win
- **Take advantage of cost effective, affordable investment alternatives**
- Apply them to many other types of investment products

Also, options can be used by everyone. Whether you're a day trader, swing trader, active investor... or even an *inactive* investor... you can use options not only to enhance your profitability, but to hedge and protect your trading account or investment portfolio against catastrophic losses.

So... bottom line... here's why I think you **MUST** learn about options, and why **RIGHT NOW** is the best time to do so...

Why You Should Learn All You Can About Options

It's estimated that only 4% of even the most professional traders trade options. So why should you learn all about them?

Here are some of the many reasons...

- **They provide the perfect protection for your investments... and therefore for your family's financial future**
- They help you to make better, more informed decisions on whom you choose to take care of your hard-earned money
- **Options can be used with many types of investments: stocks, foreign currency, bonds, commodities and futures... so their potential is unlimited**
- They help keep you on top of the state of your investments without being a full time trader

But here's the bottom line, and perhaps the best reason of all...

- **Because no one, and I mean NO ONE... cares more about your money than you do!**

There is no better financial tool available to protect your investments than options. They are the perfect hedge.

You know, most of the so-called investing "gurus" crow about how important "diversification" is for your portfolio.

However, the true investing experts claim that diversification is NOTHING compared to hedging with options!

And I totally agree.

So I hope I've made my case about why I'm so passionate about options and options trading. And I hope you'll become just as passionate.

And RIGHT NOW is the most exciting time in recent history to be trading options! (And learning how to trade them).

That's because of the extreme volatility in the current stock market. Remember, that volatility alone can create portfolio-expanding profits... above and beyond any changes in stock prices!

But like I said above... you must understand how that volatility works... and make it work FOR you and not AGAINST you... to extract the maximum profits available to you at any point in time.

Listen, I'm ready, willing and able to teach you the CORRECT way to trade options. And I've only covered the tip of the iceberg in this short report.

Here at www.MarketTamer.com we have many training programs available to you... no matter where you are along your option-trading journey.

Thanks for reading!

Helping you tame the markets,

Ron Haydt

COO, MarketTamer.com